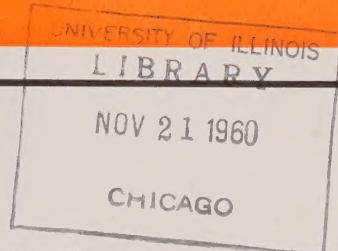


# Commerce

NOVEMBER 1960 • 35 Cents

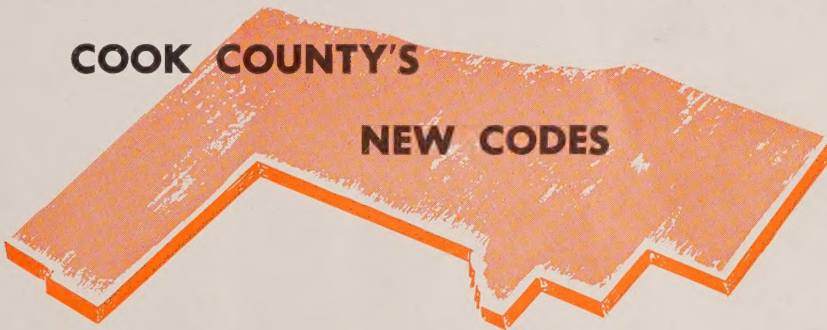
CHICAGOLAND  
**VOICE**  
OF BUSINESS



## LANDSCAPE OF THE FUTURE

COOK COUNTY'S

NEW CODES



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EDWARD L. RYERSON

*On Hospital Planning*

Page 21

UP In Hyde Park

Page 18

**Job Evaluation—Key Management Tool**

Page 25

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# be your OWN boss!

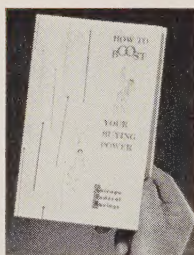


Give yourself a **raise** in buying power!

A "raise" is worth only what it buys. A few more dollars in *pay* may buy little; extra dollars in *savings* earn *more* dollars — will buy more *big* things that mean *better living*!

You'll have more 4 ways if you start a *Chicago Federal Savings* account *now*

1. You keep more income because it's *easier* to save here. Central location, open *all* day week-days; after-hour depositories, postage-free mail service.
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Most Convenient  
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TOWN.....

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# Who reads CHICAGO'S AMERICAN?



"As a housewife, I enjoy reading your women's page which features authorities on the home such as Peg Rumely."

Mrs. Jay Levinson,  
housewife,  
2933 Sheridan rd.



"Any paper that gives fair accounts of labor news is the paper for me. And Marty O'Connor always does just that."

Arthur Gheysen,  
janitor,  
1462 Bryn Mawr av.



"Your sports coverage is the best in town. I read Dave Feldman, Warren Brown and Leo Fischer every day."

Abe Merer,  
musician,  
5427 N. Kenmore



"I've always found the American to be tops in sports, with the widest and best coverage of the sports events of the day."

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Adam Wielgosz,  
bus driver,  
1744 Cortland st.



"I always appreciate Effie Alley's excellent coverage of our annual mid-winter meeting, largest of its kind in the world."

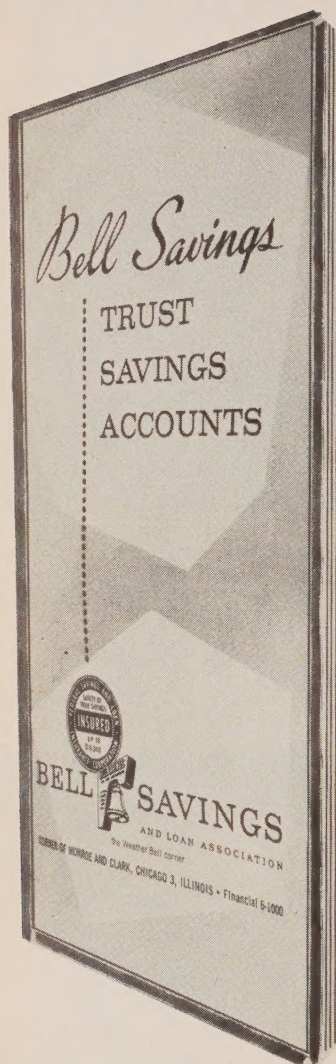
Dr. James N. Lynch,  
president,  
Chicago Dental Society

**"We do," say enthusiastic Chicagoland**

## CHICAGO'S AMERICAN

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Have you considered the advantages of a

# *Bell Savings* **TRUST SAVINGS ACCOUNT**

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Perhaps you are thinking of establishing an additional educational fund for your children—or grandchildren . . . a safe, secure second retirement income . . . or an investment program for uncommitted funds.

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# Commerce

CHICAGOLAND  
**VOICE**  
OF BUSINESS

## READER'S VIEWPOINT

To the Editor:

I have read with much interest your article "What To Do About Garnishments." This is a very able discussion of a subject which was vitally in need of the capable treatment you gave it.

I have observed some of the abuses which you discuss. Reports have reached us of cases where unfortunate people find themselves tied up with wage assignments for an amount in excess of the debts from which they were relieved—this on top of the destruction of their credit. Congratulations to you.

MERTON R. FISH, MANAGING  
DIRECTOR, INSURED INVESTMENT  
ASSOCIATES, INC.

To the Editor:

I read your article relative to garnishments with interest. We, too, have the same problem, only to a lesser degree because of our size. I should appreciate a copy of your booklet "Wage Assignment and Garnishment in Illinois."

E. H. COLLINS

WESTERN TIRE AUTO STORES

*(Because of an avalanche of requests from Chicago companies of all sizes for the pamphlet mentioned in the closing paragraphs of the garnishment article, the supply was quickly exhausted. Additional copies are being printed—Ed.)*

To the Editor:

I read with interest your editorial about the article in the Saturday Evening Post. In 1958 I brought a reporter from Dundee, Scotland, to look over our wonderful city. On his return after a month's visit he wrote a series of articles on "Fabulous Chicago" which appeared in all of the areas of Scotland.

There were seven pages—one each week for seven weeks. If, when they were published early in 1959, they

*(Continued on page 51)*

Volume 57

• Number 10

• November, 1960

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## Mr. T and his traveling trust

*This is a true story, but because we always hold our relations with any customer in strictest confidence, certain minor but identifying details have been altered.*

William T was a determined man. He had always planned life very carefully, and it never crossed his mind that life might not go along with him.

As a successful manufacturer he had always had everything he wanted. What he wanted now—in the twilight of his career—was a carefree retirement in a sunny climate.

Shortly before retiring, William T stopped in to see the men in our Trust Department. A long-time customer of ours, he wanted to retain us as executor and trustee of his assets, for he felt that transferring his complicated account to a bank unfamiliar with his problems would create trouble for himself and his family.

But as shrewd as he was, Mr. T had not planned carefully enough. When he

and his lawyer came in to complete the details of his new will, he was disturbed to find that, with few exceptions, the law forbids a bank to be the executor or trustee of a person's will in any state other than the one where that bank has its principal place of business.

It seemed that red tape was interfering with his plan for palm trees and peace of mind. And he was upset. But when his dismay had subsided, William T, closeted with his attorney and our trust officers, determined to overcome this annoying obstacle.

Our men came up with this suggestion: Why not utilize a legal device called a revocable trust? This arrangement would serve a twofold purpose. One, it would allow the bank to continue as the trustee of Mr. T's assets even though he would be living in another state. And two, it would allow him to have the benefit of the bank's investment advice during his lifetime.

He asked that a revocable trust be put into effect immediately.

From the creation of the trust until William T's recent death, he received our investment recommendations which, he always said, were worth much more than the modest fee he paid.

After William T's death, we distributed his assets to his two daughters in accordance with the terms of the trust agreement. With the help of his lawyer, we were able to make an uncomplicated property settlement of his estate—though he died more than 1500 miles away.

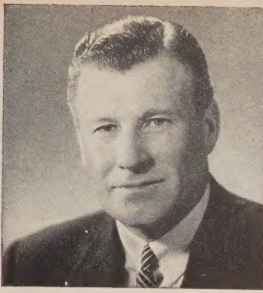
Because our knowledge of trust structures and estate matters encompasses all areas, we can serve you no matter where you live. So before another day passes, review your will and estate plans with your lawyer and the men in our Trust Department. They're known for their experienced care in handling personal trust affairs. Call us today.



The Trust Department  
**The First National Bank of Chicago**

Dearborn, Monroe, Clark and Madison Streets • Building with Chicago since 1863 MEMBER F. O. I. C.





Thomas H. Coulter

## EYE ON CHICAGOLAND

Dear Member:

Chicago...already the world's greatest host city...is assured with the opening of its new \$34 million lakefront exposition hall... McCormick Place...of even greater dominance of the nation's convention and trade show business. And...an additional 99 million or more dollars will be pumped into the economic veins of the area each year by an expected additional 600,000 convention visitors. An approximate 1,290,000 conventioners have been spending about \$203 million each year prior to the opening of magnificent McCormick Place...this sum will grow to over \$300 million.

The number of conventions and trade shows held in Chicago has averaged between one thousand and 11 hundred annually. Now there are facilities for at least an additional 600 conventions each year. Chicago's hotel and motel operators have not been caught napping. Within the last three years 5,200 new motel and hotel rooms have been added. There are presently 55,000 rooms available...15,000 in the Loop...40,000 in outlying areas. Some other cities which have expanded convention facilities can't even come close to providing the same number of rooms for guests. New York City...which for years has been second to Chicago in the number of annual conventions and trade shows held...an average of 750...has added no new hotel rooms since 1931...and other cities have not been even near New York's annual convention average.

Until you've seen McCormick Place...it is almost impossible to believe what a tremendous addition to Chicago's convention advantages it is. There are 1,000,000 square feet of exhibit and service area space... completely air-conditioned for year around comfort...320,000 square feet of exhibit space all on one floor...exhibit engineered for fast...efficient... low cost installation. There is dramatic new lighting which highlights every exhibit...a gorgeous lakefront esplanade with food and beverage service on the glass-enclosed terrace and in beautiful indoor restaurants... handsomely decorated reception rooms which will accommodate parties or meetings of 20 to 1,000 persons. The finest facilities anywhere are available for spectacular stage presentations and cultural events in its 5,000 seat theatre. Some 70 of the world's top impressarios already have indicated interest in bringing new cultural and entertainment features to Chicago now that McCormick Place is available.

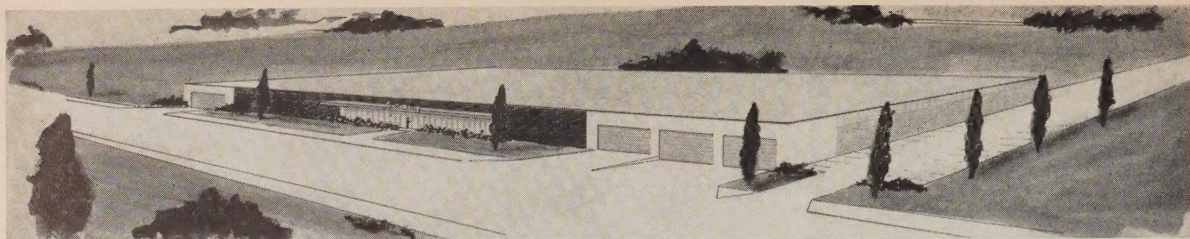
McCormick Place is the new home of the 1961 Chicago International Trade Fair sponsored by the Association. The eyes of the world will be on Chicago during the Fair...July 25-August 10, 1961.

It's good to remember that McCormick Place...which means so much to Chicago's future...cost the taxpayers not one cent...for it was built with revenue bonds.

Sincerely,

*Thomas H. Coulter*

Chief Executive Officer, The Chicago  
Association of Commerce and Industry



Rendering of New Plant now under Construction for Acorn Sheet Metal Manufacturing Co.

## **Twelve New Plants now Located In Clearing's Franklin-Mannheim District**

**Franklin Avenue west of Mannheim Road**

**Franklin Park, Illinois**

### **A NEW MODERN DISTRICT FOR MODERN PLANTS**

**Choice Sites Available**

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago," or call RAndolph 6-0135.

**CLEARING INDUSTRIAL DISTRICT, Inc.**

**FIRST NATIONAL BANK BUILDING**

**CHICAGO 3, ILLINOIS**



# The Challenge To the American Economy

By **JOHN K. LANGUM**

Vice President for Business Research and Statistics,  
Chicago Association of Commerce and Industry,  
and President, Business Economics, Inc.

**O**NCE again the American economy faces the challenge of meeting a recession. This situation presents problems for business, and they should be viewed realistically. Beyond this, however, the positive steps which can be taken in this period by business, by labor, and by public policy will cushion the decline now and lay the foundation for future recovery.

Official government estimates indicate a slight decline during recent months in gross national product. This most comprehensive measure of economic activity went down from an annual rate, seasonally adjusted, of \$505.0 billion in the second quarter to \$503.0 billion in the third quarter.

While this is a minor change, it is an important development. Even a small decline in gross national product means a sharp drop in corporate profits and a significant increase in unemployment. If the dollar volume of business sales drops off even slightly while costs are still rising, corporate profits are slashed severely. Similarly, if the total output of goods and services drops off even slightly, while productivity is advancing and the labor force is growing, unemployment mounts in short order.

The drop in gross national product has come about as a result of a major decline in the rate of inventory accumulation—from \$11.4 billion in the first quarter, to \$5.3 billion in the second quarter, to no change or even some liquidation in the third quarter. The fact that a major change from inventory accumulation to liquidation has already occurred with overall business activity at a high level means that the economy is not vulnerable to sharp

**GROSS NATIONAL PRODUCT**  
(seasonally adjusted annual rates in  
billions of dollars)

	Total GNP	Inven- tory Change	Final Pur- chases	Change in Final Pur- chases
1960— I	\$501.3	\$11.4	\$489.9	
II	505.0	5.3	499.7	+\$9.8
III	503.0	0.0	503.0	+ 3.3

decline ahead from this source.

At the same time, final purchases have continued to rise, by \$9.8 billion in the second quarter and by \$3.3 billion in the third quarter. The second quarter increase in such final demand was markedly strong. The lesser increase in the third quarter, however, indicates a definite weakening of demand.

Disappointments concerning the economic situation thus far in 1960 have largely come from unrealistic expectations for the year and from the major shift in business inven-

tories from massive accumulation to severe liquidation. Beyond inventory adjustment, however, the economy faces still more fundamental problems. These include the underlying real demand for private durable goods and the serious deterioration in profit margins which is underway. These problems are far deeper and more difficult than inventory adjustments alone.

Leading monthly measures of business activity point in similar fashion to significant undercurrents of problems concerning the level of economic activity. The index of industrial production declined to 107 in September from the high of 111 in January. Restatement of the index so as to exclude iron and steel production which has been subject to sharp fluctuations due to last year's strike, adds to our understanding of recent developments. Total industrial activity, aside from iron and steel production, rose from January through July but definitely declined in August and September.

Total business sales declined for five successive months, starting in May. Total personal income has continued to edge up, but during the last two months this has come about from increases in social security benefits which have thus far offset decreases in wages and salaries. New housing starts have dropped sharply, and in September, 1960, were 29 per cent below a year ago. Unemployment as a ratio of the civilian labor force, on a seasonally adjusted basis, moved up somewhat during the late summer and early fall.—END.

**SELECTED MONTHLY MEASURES OF BUSINESS ACTIVITY**  
(seasonally adjusted)

	Industrial Production Index	Industrial Production Index Excluding Iron and Steel	Total Business Sales	Total Personal Income	New Housing Starts	Unemploy- ment as Ratio of Civilian Labor Force
	1957 = 100		(in billions of dollars)		(in thousands)	(per cent)
1960—January	111.0	103.6	\$61.6	\$395.7	1,291	5.2
February	109.6	102.6	62.2	395.7	1,347	4.8
March	109.1	102.3	61.3	397.0	1,098	5.4
April	108.8	102.6	62.6	401.9	1,309	5.0
May	109.8	104.1	61.9	404.7	1,324	4.9
June	109.4	104.2	61.8	406.1	1,285	5.5
July	109.5	104.5	60.9	407.3	1,166	5.4
August	108.4	103.7	60.7	408.2	1,256	5.9
September	107.0	102.5	60.2	408.4	1,054	5.7



Sept. 1960   Aug. 1960   July, 1960   Sept. 1959

**% Change**  
**9/60 vs. 9/59**

	Cumulative—9 Months	% Change
1960		from 1959
1960	100	0
1961	100	0
1962	100	0
1963	100	0
1964	100	0
1965	100	0
1966	100	0
1967	100	0
1968	100	0
1969	100	0
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2080	100	0
2081	100	

## GROWTH TRENDS:

Population—Metro. Chicago 6,743,316 on April 1, 1960 (1960 Census of Population)

Recorded Births:

—Chicago	8,332	8,758	8,485	8,508	— 2.1	T	70,792	— 2.8
—Metr. Area (6 Ill. Counties)	13,603	14,152	13,477	13,406	+ 1.5	T	113,195	+ 0.8
Recorded Deaths:								
—Chicago	3,078	3,095	3,298	2,996	+ 2.7	T	29,935	+ 2.0
—Metr. Area (6 Ill. Counties)	4,743	4,716	4,927	4,645	+ 2.1	T	45,612	+ 2.2
Marriage Licenses (Metr. Chicago)	5,550	6,040	4,863	5,289	+ 4.9	T	43,553	+ 3.4
No. of Main Tel. in Serv. (Ill. Bell) (000)								
—Business Telephones	330.1	329.1	328.9	319.5	+ 3.3	LM	330.1	+ 3.3
Residential Telephones	1,706.0	1,702.4	1,701.8	1,652.7	+ 3.2	LM	1,706.0	+ 3.2

Index of Ind. Prod. (1947-49=100).....	131.0p	130.7	132.2	N.A.	N.A.	A	135.7p	N.A.
Steel Production (000 Tons).....	1,321.0	1,313.0	1,263.6	90.2	**	T	15,571.4	+16.3
Petroleum Refining (Jan. 1957=100).....	N.A.	102.3	100.1	100.2	N.A.	Ax	101.9	+1.2
Ind. Gas Consumed—Chgo. (000 Therms)	12,285	11,996	12,493	13,121	— 6.4	T	129,579	— 1.8
Electric Power Prod. (000,000 K.W.H.).....	2,023	2,113	1,919	1,797	+12.6	T	17,790	+ 5.4
Dressed Meat Und. Fed. Insp. (1953=100)	61.5	62.8	57.6	63.6	— 3.3	A	60.9	—17.0

Dept. Store Indexes (1947-49=100)									
—Sales (Seasonally Adjusted).....	121	121	131	123	— 1.6	A	123	0.0	
—Inventories (Seasonally Adjusted).....	147	147	141	143	+ 2.8	A	143	+ 5.1	
Retailer's Occupation Tax Collections (Municipal Tax Excluded) (000)									
—Chicago.....	N.A.	\$ 9,251	\$ 9,959	\$ 8,835	N.A.	Tx	\$ 81,920	+14.6	
—Chicago Metr. Area (6 Ill. Counties).....	N.A.	\$ 16,173	\$ 17,061	\$ 14,867	N.A.	Tx	\$138,099	+ 0.7	
Consumer Price Index (1947-49=100)									
All Items—Chicago.....	130.4	130.3	130.4	129.2	+ 0.9	A	129.7	+ 1.6	
New Passenger Cars—No. of (R. L. Polk).....	N.A.	24,337	27,178	19,444	N.A.	Tx	226,663	+ 7.9	
Total Water Imports (Sh. Tons).....	24,643	25,290	43,890	N.A.	N.A.	T	196,253	N.A.	
Total Water Exports (Sh. Tons).....	77,587	102,280	156,537	N.A.	N.A.	T	602,413	N.A.	
Steel Mill Imp.—Port of Chgo. (Sh. Tons)	7,302	7,760	9,700	18,573	—60.6	T	53,088	—67.2	

T=Total of 9 months. Tx=Total of 8 months. A=Average of 9 months. Ax=Average of 8 months. LM=Latest Month. P=Preliminary. NA=Not Available. \*Indicates residential vacancy rate. r=Revised. \*\*Steel Strike July 15 to Nov. 7, 1959. (Cont. on page 30)

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*faster than FREUND CAN*

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--ALL types...  
ALL sizes...  
for ANY product  
...for ANY use...  
in ANY quantity--  
one or  
thousands

**FREUND can company**

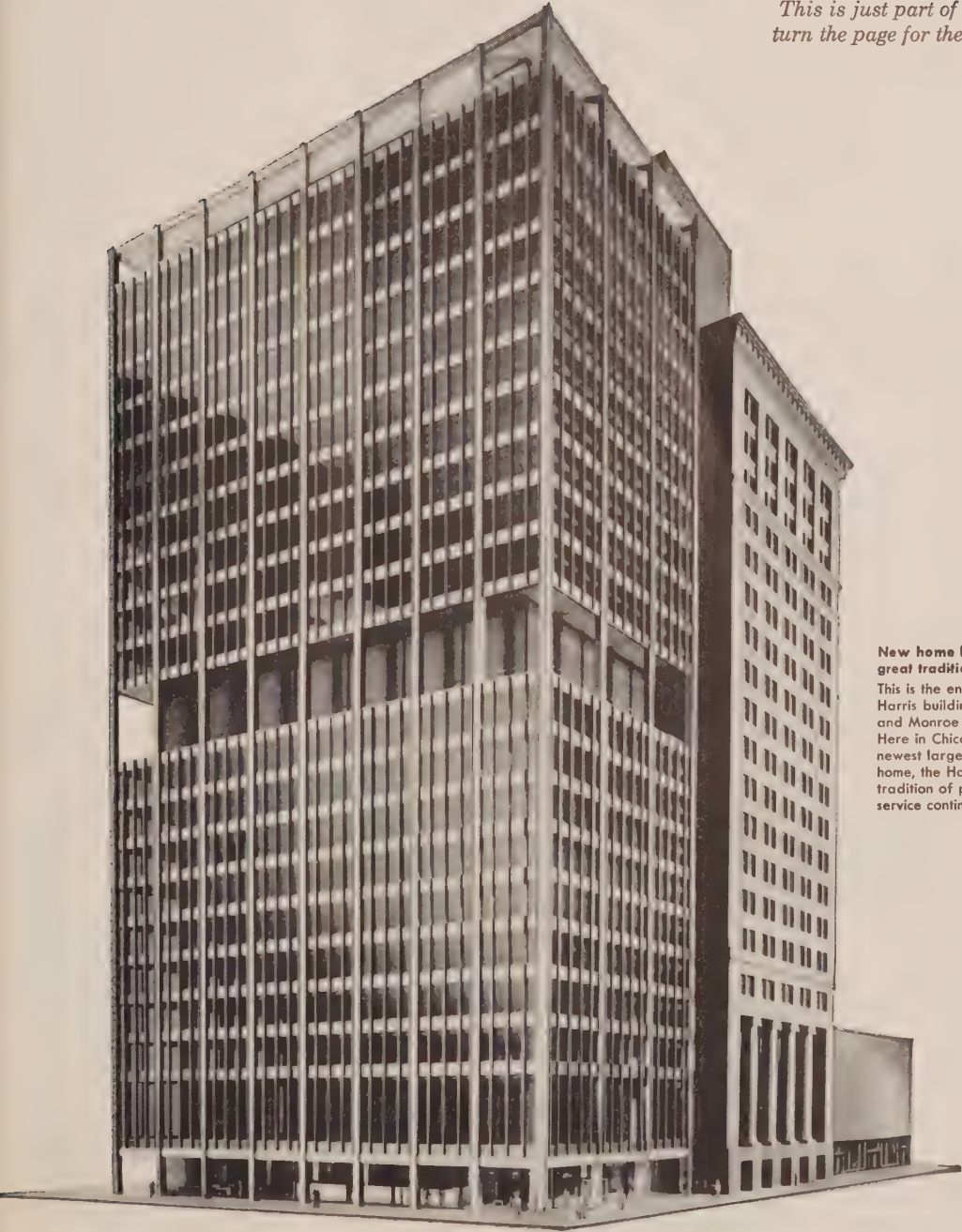
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4445 Cottage Grove Ave. • Chicago 15, Ill.



# Look what's new at the Harris Bank!

*This is just part of it—  
turn the page for the rest*



**New home for a  
great tradition:**

This is the enlarged  
Harris building at Clark  
and Monroe Streets.  
Here in Chicago's  
newest large banking  
home, the Harris  
tradition of personal  
service continues.



Here's what's happened:

*On October 24, the Chicago National Bank became a part of  
Harris Trust and Savings Bank*

---

*On the same day, we "opened" our greatly expanded home at  
the corner of Clark and Monroe Streets—in the heart of Chicago's loop*

---

*Now, the Harris offers new and broader services—  
personal services—for thousands of customers*

The Harris and Chicago National have always been complementary in the services they offer—Harris emphasizing its *commercial* business, Chicago National emphasizing its *personal banking* services. Now, under one roof, these services are brought together for the convenience of our many thousands of customers—new and old.

Harris Bank now adds a "Personal Banking" division that specializes in personal loans, home improvement loans, auto financing, consumer credit and special checking accounts.

We will continue, of course, with the serv-

ices that have long distinguished the Harris. Our Commercial Loan divisions, our large Trust Department, the Investment Department specializing in tax-exempt bonds, the Financial and Economic Research Department, and the International Banking Department with its network of correspondents in 99 countries.

Right now, every officer and employee of both banks is hard at work at the Harris, providing the personal attention that has long been a tradition in both banks.

Call on us soon, won't you? We look forward to serving you from the heart of the Midwest.



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## ***Freedom From Hunger***

The Food and Agricultural Organization of the United Nations on January 1 will launched a five-year Freedom-From-Hunger campaign. The purpose of the campaign is to increase agricultural production in those countries where hunger is extensive and chronic.

UN studies have revealed that 60 per cent of the world's population are receiving less than 2,200 calories per day. In some areas, food intake is as low as 1,200 calories daily. During World War II, Great Britain found that the health and efficiency of its population declined perceptively when the national diet dropped below 2,800 calories. Current daily average caloric intake in the United States approximates 3,300.

Conditions of hunger prevail almost without exception in the so-called underdeveloped countries. These include India and Pakistan and most of the nations of Africa, South America and the Near and Far East.

These areas already on a hunger diet are the ones where population is expanding most rapidly. The UN's median projection indicates that by the year 2000 that the population of Africa will increase 150 per cent, Asia 180 per cent and Latin America 250 per cent. In contrast, that of North America and Western Europe is expected to rise 70 per cent.

The Freedom-From-Hunger campaign is to be primarily a research and educational effort. Technicians will be dispatched to the various needy countries to make soil analyses, to teach better farming methods, and to recommend better seeds. Preliminary studies have already indicated that in the hunger areas, the soil is badly depleted organically after centuries of use. North America, Europe and Japan at present use almost all of the 24 million tons of inorganic plant food which is now being produced annually. The UN estimates that if only one-half of the additional food required by the end of this century to feed the estimated additional three billion population in the world is to be produced through the use of fertilizers, world consumption of these plant foods would have to be approximately 100 million tons.

The Freedom-From-Hunger campaign is essentially a self-help program. Only \$2 million is being budgeted for the campaign by the UN for the full five year period. In addition to its own efforts, the UN is asking companies serving agriculture, such as fertilizer and seed producers, and universities with

agricultural departments, to lend their assistance. This aspect of the program is just getting under way but already the UN has had an excellent response.

Freedom-From-Hunger deserves wholehearted support from these sources not only for humanitarian reasons but because the program can become one of our most powerful weapons in the cold war. It is not by chance that the hungry people of the underdeveloped nations are the prime targets of communist propaganda and subversion.

## ***Thanks, Ed Sullivan***

The Ed Sullivan Show on television is designed to entertain, not to inform or to stir into action the latent brain cells of the average hypnotized television viewer. Sullivan's variety format has proven eminently successful for more than a decade, attracting huge viewing audiences on Sunday evenings for an hour of pure entertainment.

However, from time to time, Sullivan's "specials" have carried a message, albeit heavily sugar-coated with whirling dancers, jugglers, singers and comedians. Through the language of entertainment, Sullivan early this month presented a picture of Chicago to the rest of the nation which was warm, friendly and far more accurate than the distorted Saturday Evening Post article of last month.

While visitors to Chicago's Museum of Science and Industry see dancers in the exhibit halls only when Sullivan is filming a show here, at least the rest of the nation now knows we have such a museum; that we have a Hull House which comes to grips with problems in a difficult neighborhood and launches such people as Benny Goodman and Edgar Bergen on the road to international fame; that our lakefront is without peer anywhere; that we have universities and campuses of beauty and quality; that gangsters don't run up and down State Street spraying machine-gun bullets; that Chicago is a pleasant and prosperous place in which to live and work.

Many of the truly significant facts about Chicago couldn't be presented in a program designed primarily to entertain, but the overall image of the city created by Sullivan should help those not fortunate enough to live here to see the city as it really is. Thanks, Ed Sullivan, come back again!

*Alan Study*



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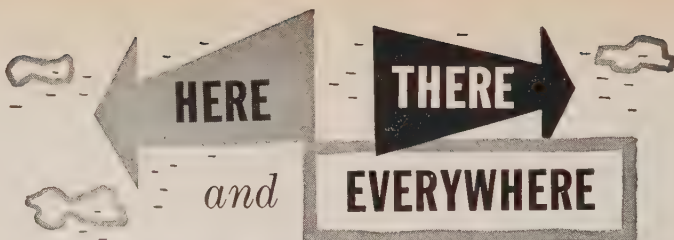
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• **Faster Air Service** — American Airlines 720 jet flagships, smaller and faster versions of the Boeing 707, have replaced 707's on two of four daily nonstop flights in each direction between Chicago and Los Angeles and a new 720 trip each way has been started between O'Hare International Airport and Detroit. The 720's make the Chicago-Los Angeles flights in three hours 45 minutes westbound, three hours 25 minutes eastbound, trimming 15 minutes off fastest 707 schedules, according to James J. Lamond, the airline's Chicago vice president. Lamond also announced additional jet service between O'Hare and Boston.

• **Steel Promotion** — Inland Steel Company has announced that it received 2,938 requests ordering its Sandwich Month in-store merchandising materials for more than 10,000 retail food outlets. The kits, promoting food and soft drinks in cans, were part of a nation-wide, month-long campaign to spur sales of metal cans. Soft drink, meat and food canners who tied into the program ordered 113,994 additional pieces of materials imprinted with their brands. This number, along with 60,000 distributed to retail stores, brought to more than 170,000 the total pieces of promotional materials distributed by Inland.

• **Executives' Outside Interests** — Although the practice is generally discouraged, key personnel are permitted to carry on outside business activities in almost two thirds of the 195 manufacturing companies replying to a survey conducted by the National Industrial Conference Board. However, most companies report they will not allow executives and other key employees to engage in outside activities in cases where a conflict of interest could arise or where time devoted to such activities

could affect the employee's performance on the job.

• **New Phone System** — A completely modernized telephone system has been installed in Capital Airlines' new reservations office which occupies the entire third floor of the building at 29 East Madison street. The move from 6 East Monroe street was completed recently. Principal feature of the new system is automatic distribution of all incoming calls to 30 working positions for reservations employees. Equipment provides for automatic announcement on all calls not answered within 30 seconds.

• **Automatic Dry Cleaner** — Norge Division of Borg-Warner Corp. has unveiled a new automatic, coin-operated dry cleaner that will "multiply dry cleaning sales volume from 5 to 10 times and build a new industry," according to Judson S. Sayre, Norge chairman of the board. The new machine provides a way to clean eight pounds of clothes in 45 minutes for \$1.50. With what the company calls "built-in wrinkle free cleaning, creases, pleats and ruffles are still sharp after cleaning, according to Sayre.

• **Tuning Fork Watch** — Power source for "Accutron" electronic timepiece introduced in twelve models by Bulova Watch Company, Inc., is a 1.8-volt mercury cell guaranteed to last at least one year. Battery powers tiny tuning fork that emits a barely audible hum while vibrating within the transistorized wristwatch. Bulova executives say watch is guaranteed to not gain or lose more than one minute per month in actual use. Power needed is only eight millionths of a watt.

• **Japanese Sailboats in Chicago** — The first of a group of Japanese



built sailboats imported by Transmar, Inc., 161 E. Erie street, Chicago, is now on the East Coast awaiting fitting out before making the trip up the Hudson River, into the Erie Canal and the Great Lakes on an early season trip to Waukegan in the spring of 1961. American materials installed include a 25 hp. Universal motor, and Dacron sails made by Marty Nilsen, Chicago. Buyers may specify the extent of American materials to be installed in the ketch, which will be built to any design, according to Transmar.

• **13,529 Years of Service**—When the Chicago Screw Company fetes its long-time employees — those with 15 or more years of service — it's a king-size affair. This year the company honored 795 members of its work force at the plant in Bellwood. These employees represent over 65 per cent of the company's personnel and their service with Chicago Screw totals 13,529 years.

• **Watching America Grow** — Asserting that "bad news often gets much greater attention than good news," Roger M. Blough, chairman of United States Steel Corporation has announced a program called "Watching America Grow" which will report in newspapers and television the things that are happening that prove the vital strength of America.

• **Bank Public Relations** — A survey conducted for the Merchandise National Bank of Chicago by the Beverage Organization, Inc. reveals that the nation's 500 largest banks will spend more than \$27 million in 1960 — a 7 per cent increase over 1959 — on activities in the area of public relations. Paid advertising is not included in the projection of figures, based on a 43 per cent sample of the 500 banks. Programs of respondents include such activities as publicity, annual and other reports, promotion folders, speech writing, window displays and customer calling and entertainment, plus more than 100 other projects.

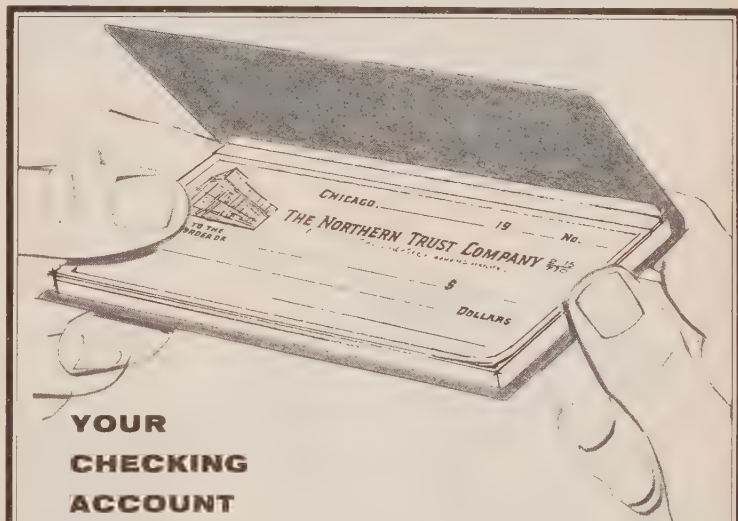
• **Austrian Imports Up** — Austrian imports of American goods during the first half of the year increased by 32 per cent over the same period in 1959, reaching \$47.58 million, the Austrian Institute of Economic Research reports. Purchases centered

on raw materials, machinery, vehicles and agricultural commodities. Austrian sales to the United States, on the other hand, lagged slightly behind last year's record pace, totalling \$23.77 million.

• **Institute for Management**—Four of the world's leaders in international business affairs, Dr. Arthur F. Burns, Frank E. Figgures, Lt. General Donald N. Yates and Indian Ambassador B. K. Nehru will join leading scientists and financiers as participants in the two-day Institute

for Management of Northwestern University to be held November 17 and 18 at the Ambassador East and West hotels. Figgures recently was named the first secretary-general of the European Free Trade Association — composed of Austria, Denmark, Norway, Sweden, Switzerland, Portugal and the United Kingdom. His appearance here is the first since his appointment.

• **Jane Addams Centennial** — The 100th Anniversary of the birth of  
(Continued on page 50)



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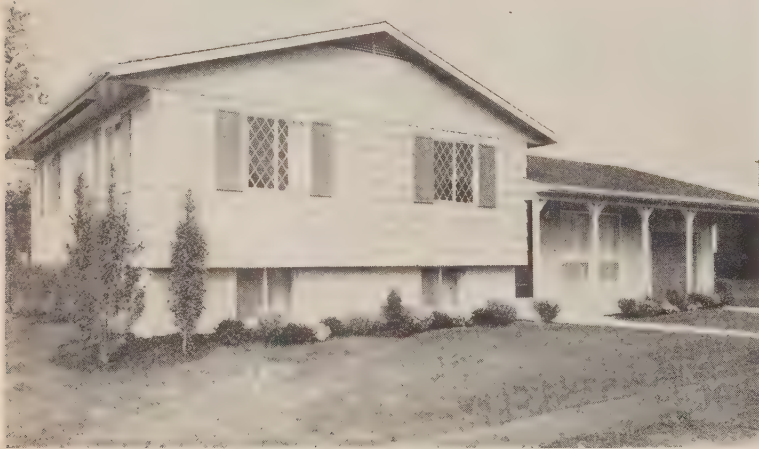
# Cook County

By

**J. THOMAS BUCK**



Proposed new Cook County building code would take advantage of newly developed materials, new methods of construction. Included would be prefabricated homes of quality construction such as National Homes' 1961 luxury Catalina (above) designed to sell at point of manufacture, Lafayette, Indiana for \$22,665 plus land and U.S. Steel home (below), the Lynnfield, manufactured in New Albany, Indiana, priced at about \$20,000, including lot



The Board of Commissioners of Cook County is in the midst of developing legislation that will serve both as preventive and positive measures in shaping the landscape of the future. The target of the county's forward looking attack is a farflung 400 square miles, consisting almost entirely of raw or vacant land. It is the sprawling unincorporated area of farms and prairie of suburban Cook county—an area that is nearly twice the size of the city of Chicago. It is an area that accounts for more than half of all Cook county outside Chicago's boundaries.

This raw land is being used up at a phenomenal rate. The experts predict that within the next 20 years, all of the unincorporated area, with the possible exception of a small southwestern tip of the county, will have been built up with new homes, industrial plants, and shopping centers, along with such public facilities as parks and schools.

Since 1950, the population of Cook county outside Chicago has soared more than 87 per cent, from 800,000 to 1,500,000 persons. In the next 10 years, the population of suburban Cook county is expected

to reach 2,100,000 persons. Nor is any letup anticipated for years to come in the population growth.

Most of this new population will be living in the present unincorporated areas. But how should this land be developed? Should subdividers and builders be left to themselves, with little or no government regulation to make for sound planning and safe standards of construction? What about the problems of sewage and storm water disposal?

Up to now, the county government has exercised some control over the development of unincorporated areas. But too often this control has been too general in nature.

The present county building code dates back to 1949. That was only 11 years ago, but in the opinion of some experts, the code was outmoded when it was adopted. It has not been brought up to date to take advantage of newly developed materials and new methods of construction.

One observer contends that county building officials, with an impractical code on their hands, are pretty much playing the situation by ear. Furthermore, it is said that several administering officials are going their separate ways in passing judgment on construction plans.

The Cook county board has recognized that to sit back without effective control would produce, without doubt, a virtually unmanageable crisis in the future. This crisis would be highlighted by the creation of numerous islands of suburban development turned slums scattered throughout the county.

Nor all new housing developments in the unincorporated areas would be future slums. Already,

# Codes For Landscape Of The Future

**Proposed building code, subdivision manual, augment zoning rules**

many attractive new neighborhoods have been created throughout the county without the guidance of effective government regulations. These have become thriving municipalities on their own, or have been readily absorbed by adjoining suburbs through annexation.

At the same time, however, poor planning and poor construction have produced some islands of housing already in danger of becoming slums. These developments have no annexation appeal to existing suburbs. With a low property evaluation, these areas lack the ability to become a municipality on their own. Their only alternative is to become unwanted step-children in their dependence upon other governments for necessary public services.

## Sound Development

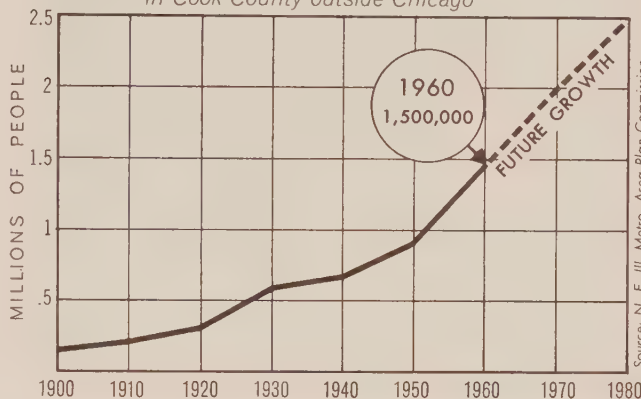
Earlier this year, the Cook county board laid the foundation for an orderly and sound development of the unincorporated areas with the adoption of a comprehensive modern zoning code. This detailed volume of maps and regulations, adopted after numerous public hearings and many months of preparation, pinpoints the future use of every bit of unincorporated area. This new zoning code represents a scientific approach to balancing the anticipated land use needs of industry, commercial and business operations, and home owners and apartment dwellers.

Recently, a technical staff presented the county board with a second important document — a new subdivision manual setting forth for the first time specific requirements for cutting up raw land for residential, industrial, and commercial development. Before

(Continued on page 30)

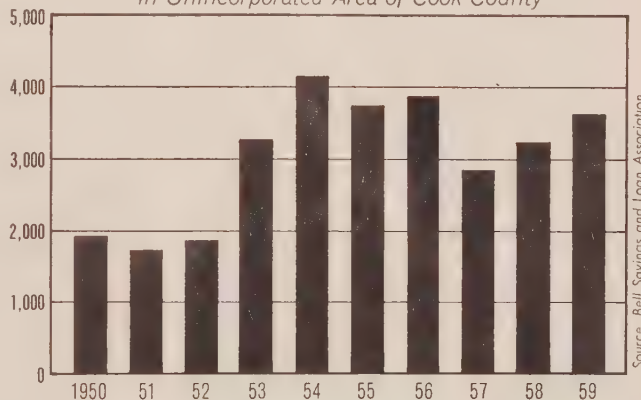
## POPULATION GROWTH

*in Cook County outside Chicago*



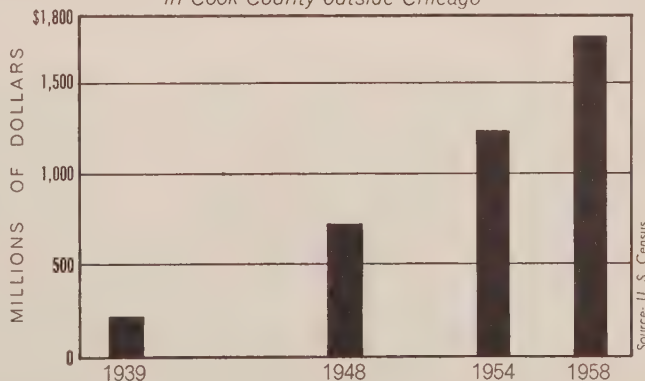
## HOME BUILDING

*in Unincorporated Area of Cook County*



## RETAIL SALES

*in Cook County outside Chicago*







**By**

**H. HAYWARD HIRSCH**

Director, Community Development Division  
Chicago Association of  
Commerce and Industry

Aerial view, looking east toward Lake Michigan, of the University of Chicago campus and surrounding community. Area to the left, extending north to 47th street, is now undergoing extensive urban renewal. The mile-long strip at the right, from 60th to 61st streets, Cottage Grove to Stony Island avenues, has been proposed for land clearance for University expansion

*(Chicago Aerial Industries, Inc., photo)*



Left: E. 55th street, before redevelopment, looking west. In place of mixed residential and commercial structures, a new shopping center with ample parking now occupies area on right. New apartments are rising in island created by dividing 55th street

Lower Left: Artist's drawing of twin ten-story University Apartments on E. 55th. Park-like mall between buildings is being constructed over underground parking garage. The 540 apartments are now leasing from furnished models

*(Kuttner and Kuttner, Inc.)*

Below: New shopping center at E. 55th and South Lake Park. Stores front on covered pedestrian walkway in the center and large paved parking area is at left



# UP in Hyde Park

Redevelopment provides dynamic new living center

AMERICA'S urban colossi are watching intently the \$200 million experiment in neighborhood rejuvenation now well under way on Chicago's southeast side.

Hyde Park-Kenwood, home of the University of Chicago and once a well-to-do suburb, for most of the seven decades since its annexation by the city has provided an upper-income bastion against the spread of south side blight. Today, led by the University and two community organizations, the area is fighting to remedy some of the ailments that have plagued cities since they were born. This pioneering project is significant not only for its importance in rebuilding a major neighborhood area but also as a precedent for other communities faced with similar problems.

Since Babylon and Byzantium, the magnets of trade, bustling activity and lively urban culture have lured men to the city in greater numbers



H. Hayward Hirsch

than its streets and shelters were built to hold. By mid-twentieth century, America's largest cities threatened to choke on their own growth. Government at all levels awoke to the need for measures more comprehensive than replacement of some of the worst housing.

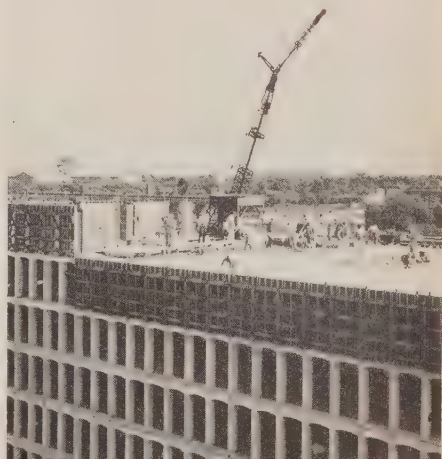
Spurred by Chicagoans, who led in developing new techniques, the Il-

linois legislature pioneered in 1947 with the Blighted Areas Redevelopment Act, authorizing public clearance for private re-use. Six years later a state community conservation act gave local governments authority to combine clearance with compulsory rehabilitation for planned renewal on a neighborhood or area-wide basis. Both of these concepts subsequently were incorporated into the National Housing Act (in 1949 and '54, respectively) making approved projects eligible for federal loans and grants.

Illinois also dusted off and updated, in 1953, a 12-year old law authorizing Neighborhood Redevelopment Corporations. In essence, private corporations representing owners of real property in an area may exercise eminent domain for clearance, redevelopment and planning purposes. Subject to certain statutory conditions, and under supervision of a city redevelopment

Below: DOWN go the old structures in the first of three clearance programs aiding redevelopment of Hyde Park-Kenwood. Shown is part of 47 acres acquired by Chicago Land Clearance Commission

Right: UP go new University Apartments on E. 55th, now nearing completion and being built by Webb & Knapp, Inc., New York redevelopers for the 47 acres prepared by Chicago Land Clearance Commission







The first of townhouses being built in the new Hyde Park by Webb & Knapp, Inc. Group of 15 units is in 1400 block of E. 54th street



Interior of one of new townhouses in Kenwood Mews, E. 55th and South Kenwood, one of several sites surrounding new high-rise apartments being rebuilt with single-family sale units

commission, the corporation's actions are binding on all of the designated area.

All three approaches are being applied in combination to the some 1,000 acres stretching from S. Cottage Grove Avenue east to the parks along Lake Michigan, and from East 47th Street to the Midway Campus of the University of Chicago along 59th Street. A new proposal, not yet approved, would extend campus redevelopment south to 61st Street.

Prime mover in the projects is the University, mightily aided by its community-action arm, the South East Chicago Commission. Lawrence A. Kimpton, chairman of S.E.C.C. since its formation in 1952, will continue in that post despite his move from the University's chancellorship into private industry. S.E.C.C.'s energetic executive direc-

tor is Julian Levi, a U. of C. alumnus and brother of its eminent law school dean.

The Chicago Land Clearance Commission moved in first to clear 47.5 acres in two sites—a large one centering at East 55th Street and S. Lake Park Avenue, and a smaller one along East 54th Street. One of the nation's most active developers, William Zeckendorf, Sr.'s Webb & Knapp, Inc., has constructed a new shopping center and about half of the projected 240 town houses. Twin, 10-story structures on 55th Street, known as University Apartments, are nearing completion and now leasing. Arthur Rubloff & Co. are leasing and managing agents.

The first 15 of the row of townhouses, on the smaller 54th Street site, sold on a cooperative basis at approximately \$20,000 to \$25,000. Those on the larger site are selling

at \$26,000 to \$40,000, depending on size and location. The 540 apartments equipped with individually-controlled air conditioning and closed-circuit TV to the lobby, rent from \$115 for a second-floor studio unit to \$250 for four rooms (two bedrooms) on the ninth and tenth floors.

This first project represents a total investment of about \$25 million. About \$10 million has come from government aid, through federal grants to buy and clear properties and in city expenditures for local public improvements. An estimated \$15 million is being invested in the re-building, over half of it also given a federal boost-up in the form of \$8.1 million mortgage commitments on the apartments by the Federal National Mortgage Association. (F.N.M.A.'s authorization for

*(Continued on page 36.)*

Rehabilitation of existing structures is important to overall renewal program. Shown is interior at 5409 South Blackstone avenue, stripped down for rehabilitation as a demonstration project by University of Chicago



Completed apartment at 5409 South Blackstone avenue, after rehabilitation. Building's six units are being sold by the University of Chicago on a co-operative basis



# Guide to a Better Hospital System

On August 25, 1960, the Wheaton Daily Journal carried a headlined story about the withdrawal of the Stewards Foundation from active leadership with the Central DuPage Hospital Association in planning and building a 150 bed hospital in Wheaton. Chief reason for the withdrawal, according to the newspaper reports, was the Foundation's unwillingness to comply with certain criteria established by the Hospital Planning Council for Metropolitan Chicago.

When the story broke, citizens in the Wheaton community were surprised and bewildered. Few had heard of the Hospital Planning Council and many were enthusiastically engaged in a campaign to raise a million dollars for the community's proposed new hospital. Questions were raised on every hand: Who or what is the Hospital Planning Council for Metropolitan Chicago? What are these criteria that are so important? What do we do now?

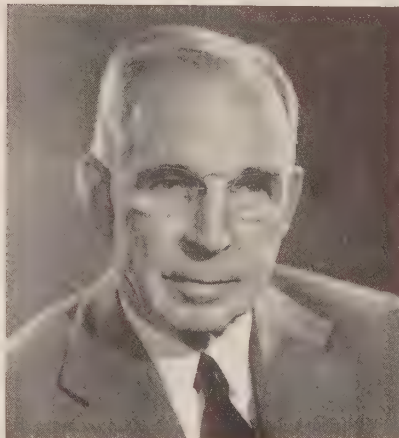
## Wheaton Story

The facts behind the Wheaton hospital story tell a great deal about the Hospital Planning Council and the type of influence it is exerting on hospital growth in the metropolitan area.

When the Central DuPage Hospital Association applied to the Hospital Planning Council for endorsement of its plans for a new hospital to be built for its community by the Stewards Foundation, the Council investigated the proposal from the point of view of the community's long range interests. A detailed evaluation procedure (described in the Council's Research Bulletin No. 3, *The Evaluation of Proposed New Hospitals*) revealed a definite need for a hospital in the Wheaton area. But the analysis also disclosed a serious problem involving community responsibility in the plans that had been developed.

Despite the fact that \$2 million of the \$3 million required for building the hospital was to be obtained from

## Planning and research conducted by Hospital Planning Council fills area's need



Edward L. Ryerson

## By EDWARD L. RYERSON

Retired Chairman of the Board  
Inland Steel Company

community donations and public moneys (Hill-Burton funds), there was no provision made for community representation on the governing board of the hospital and no provision for annual publication of an audited financial statement. The Council refused to endorse the hospital proposal until these provisions were included for proper protection of the community's interests. A series of discussions with community and Stewards Foundation representatives convinced the community representatives of the importance of these provisions but failed to persuade the Foundation to change its traditional operating policies. When negotiations reached an impasse, the Foundation stepped aside to permit other arrangements to be made.

A happy ending for this story is now in the making. The Council has been helping the community group

to find another co-sponsor who will establish and operate the proposed hospital in a way that will meet the Council's criteria for community responsibility. Plans are now rapidly moving forward and prospects are bright for having a community-centered hospital in operation for that area by early 1963.

Another example of the kind of service rendered by the Council is well illustrated by the case of the Skokie Valley Hospital, proposed for construction on the northern edge of Skokie, Illinois.

When the proposal for this hospital was presented to the Council for endorsement, a map of the hospital system (presented as part of the Council's research Bulletin No. 1, *Metropolitan Chicago's Present Hospital System*) showed that four other new hospitals were being planned

(Continued on page 39)



# Business Highlights



Fast facts about a company's business are reviewed by RCA vice presidents Harold A. Renholm (l), Chicago, and Leonard S. Holstad, as they inspect first material handled by RCA's new Chicago electronic data processing center in Morton building



Toasting each other with steaming hot coffee are (l) M. E. Pierce, Vice President, Chicago division of A & P Food Stores and J. F. Feehan, divisional sales director. Occasion was arrival of first Brazilian coffee to come to Chicago by water since St. Lawrence Seaway was completed. Five thousand bags consigned to A & P will provide about 25 million cups of coffee, enough to ward off any coffee drought in Chicago for two weeks



Giant, flexible pontoon steel pipelines had to be attached to dredges by Construction Aggregates Corporation engineers to transport overburden from Falls Bay area of Steep Rock Lake, Canada to disposal area. CAC men toiled around the clock seven days a week to expose wealthy iron ore deposit for Caland Ore Company, subsidiary of Inland Steel Company. It was largest hydraulic dredging job in history.



New Park House will be first of city-wide chain of five nursing homes designed especially for the aging. First unit at 2310 S. Lawndale will provide space for 86 persons. Built completely on ground level to eliminate stairs, building will be fireproof and have individually controlled air conditioning in every room



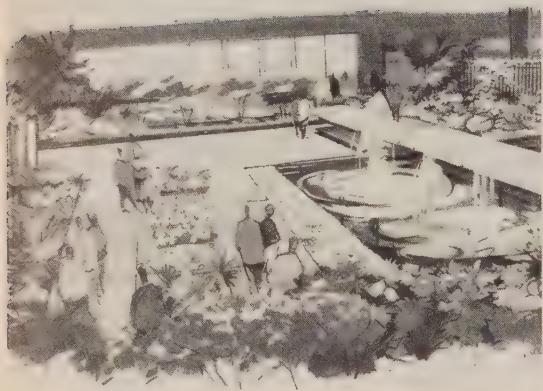
In country estate setting many humans might envy, colony of 160 dogs and 200 cats acted as "hosts" at official opening of their new home in Barrington — the Quaker Oats Company Dog and Cat Kennels for Nutritional Research. Aerial View (1) shows dog runs and cat quarters in scenic woodland. Friendly Dalmatian resident is shown below with attendant



Single magnetic tape reel holds equivalent information of a full filing cabinet containing 60,000 punch cards. Data on all of Continental Assurance Company's 400,000 ordinary life policies, formerly maintained in a number of departments on 2 million cards, is recorded on 30 master tapes



# Highlights *Continued*



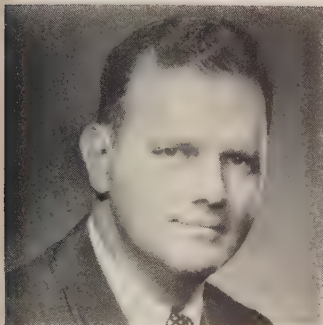
Artist's conception of garden display to be a feature in Modern Living Home and Flower Show, the first exhibit scheduled for McCormick Place, Chicago's new \$34 million lakefront exposition hall. Show will run November 18-December 4. McCormick Place is to be opened with a summit conference with prominent world citizens in attendance November 18. The principal speaker is to be the President-elect of the United States



New electronic inquiry station will interrogate computer, punched cards, paper or magnetic tapes and convert resulting signals into alphanumeric characters. It can obtain information via telephone line or the Bell System's Dataphone



In control room of Dresden Nuclear Power Station on dedication day, October 12, were (from l) Ralph J. Cordiner, chairman of the board of General Electric Company, John A. McCone, chairman of the Atomic Energy Commission; Willis Gale, chairman, Commonwealth Edison Company; and Harlan Hoyt, Dresden station superintendent



John A. Patton

## Key Management Tool

**By JOHN A. PATTON**

Executive Vice President, Production Services, George Fry & Associates

ONE of the major problems of top management in American business and industry has been the development of methods to evaluate and maintain fair wage relationships.

Experience has shown that companies with good job evaluation plans have less employee turnover, better morale, and provide a basis for improved communications between management and unions.

Introduced about 25 years ago, the principles of job evaluation today have gained the acceptance not only of management but also a number of unions, who, in many cases, have participated with management in the development of programs.

### **Methods Generally Employed**

In establishing a job evaluation program, one of four methods generally is employed. Most popular of these is the point system in which a committee selects a number of factors such as experience, responsibility, education and physical effort in describing the job. Then the committee weighs each of the factors and assigns a range of point values according to their relevance to the jobs. Each job is then evaluated and point values determined. Total point values for each job are then used to rank all the jobs on a scale and consistent wage rates are established for each level. Although complex, the main advantage of the point system is that it is easily understood and explained.

Job ranking is a second technique which is simple and inexpensive. Each job is ranked against all other jobs being evaluated according to difficulty. The main problem here is that the evaluating committee must know thoroughly every job being rated and the system lacks a quantitative measure of the relative difficulty of each job.

A third method involves establishing a series of job grades ranging from the simplest, least demanding tasks to the most difficult and complex and pay rates are set up accordingly. Although easy to establish and more accurate than ranking, the evaluation committee must be familiar with all the jobs and some individual jobs which combine both difficult and simple aspects often are elusive to classify.

Factor comparison is a fourth method and involves establishing a job comparison scale which consists of a series of factor rating scales, with key jobs ranked and valued under each job factor. Other jobs are then rated by making direct job-to-job comparisons under each factor.

However, these four methods are merely tools in setting up a program. It must be clearly understood that job evaluation is not a neatly compartmentalized scientific process, but instead the most acceptable present-day method of determining, through a refinement of opinions, equitable wage relationships.

A highly subjective area, the execution of a successful job evaluation program depends to a great extent on the skillful, persuasive development of internal communications to gain acceptance and understanding.

Supervisors, key employees and union officials must be sold on the necessity of the program. These people must also be trained to recog-

nize the advantage, disadvantages and limitations of job evaluation. Regardless of how good the program is on paper, it most certainly will fail if the men who implement it are not well trained and possess the know-how to implement it properly. Foremen and supervisors particularly should be able to answer any employee questions about the program.

The first step in obtaining employee understanding and cooperation is to inform everyone before the program is installed that base rates will not be cut.

### **Establish Sound Base**

Carefully prepared job descriptions, which are approved in advance by the department foreman and union steward, also are extremely important in establishing a sound base for job evaluation. Loosely conceived job descriptions may subsequently be challenged in negotiations and require a costly overhaul of the entire program.

Furthermore, the men who are responsible for installing the program must be guided by the principle that it is that job that is being evaluated, not the individual. Any attempt to evaluate volume of work also will result in sidetracking the program.

Some companies make the mistake of adopting a standard or "canned" program that has been used elsewhere and attempt to impose it upon their own firm without change or revision. Despite the soundness of the plan, there is usually a negative psychological reaction if job evaluation administrators are forced to conform to a rigid standard plan. This problem can be avoided if they

*(Continued on page 44)*





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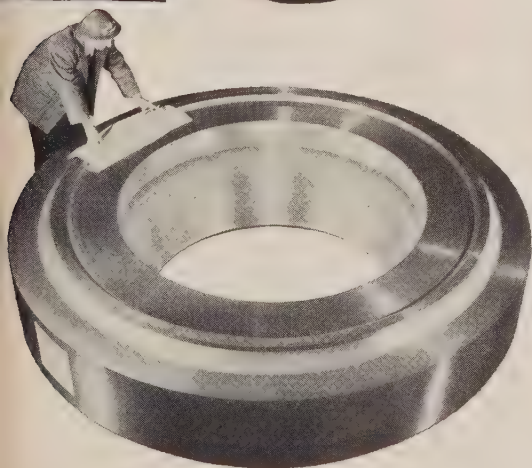




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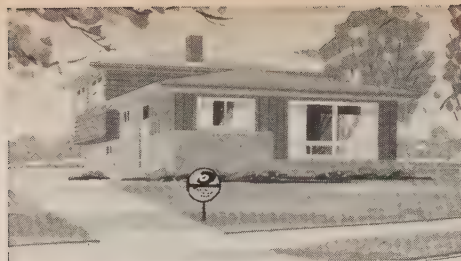
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# Why Telephone Planned Homes are easier to sell



Buckley Hills features split-level ranch homes like these. There are over 150, all of them Telephone Planned Homes.

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Call us in during your planning stages, and we'll help you include Telephone Planning in your blueprints. In Chicago, call 727-3351. Outside Chicago, call your Bell Telephone business office.

ILLINOIS BELL



TELEPHONE

Sales Director Thomas Neargarder and home buyers discussing his new Buckley Hills homes. One of the features is a kitchen phone that comes with the house.



# Harris Trust Becomes \$900 Million Bank

Harris merger with Chicago National completed and merged organization occupies bank's new building

**T**HE Harris Trust and Savings Bank became a \$9 million plus bank on October 24 when the resources and accounts of the Chicago National Bank were merged with those of the Harris. On the same Monday morning, 400 former employes of Chicago National moved in to work side by side with the 1,300 Harris Trust employes in the Harris' greatly expanded quarters at 111 West Monroe street.

The bank's new 23-story building on the southwest corner of Monroe and Clark streets has been fully integrated with the building at 115 West Monroe street, formerly known as the Harris Trust Building, which has been completely modernized.

Harris occupies the first nine floors, part of the tenth floor, the twenty-third floor and three levels below the street.

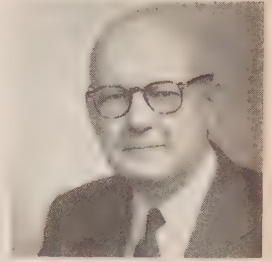
Three street level lobbies give convenient access to the new savings, commercial banking and personal banking departments. A separate women's division for women customers is on the second floor.

Among notable new security features, Harris Bank police officers have a battery of closed circuit TV screens enabling them to watch sev-

eral areas of the bank from a single control point.

In connection with the merger, the board of the Harris was increased to 25 members from 22 and five former Chicago National directors were elected to the Harris board. The five are Lester Armour, vice chairman of the board; Harold H. Anderson, partner, Publisher's Syndicate; George R. Birkelund, president and director, Baker, Fentress and Company; Paul L. Morrison, chairman, executive committee, General Finance Corporation; and John T. Rettaliata, president, Illinois Institute of Technology.

Stanley G. Harris is board chairman, Lester A. Armour is vice chairman, and Kenneth V. Zwiener is president of the merged bank. Other top executives are Burton A. Brannen and Donald P. Welles, executive vice presidents; George S. Allen, Frank G. Anger, Harold B. Bray and Charles A. Carey, senior vice presidents of the banking department; Hardin H. Hawes, senior vice president in charge of the investment department; and William O. Heath, senior vice president in charge of the trust department.



Stanley G. Harris



Kenneth V. Zwiener



Lester A. Armour

Part of twenty-third floor guest dining area which surrounds courtyard fountains in new Harris building



View on second floor of commercial lending divisions





## Landscape of Future

(Continued from page 17)

adoption, this document also will be submitted to exhaustive public hearings.

Between now and next August, the county's technical staff will be completing the first draft of a third

important document — a new comprehensive building code for the unincorporated areas. In addition to construction standards, this code also will include new sanitary and trailer or tourist court regulations, which now are covered in separate, ineffective codes.

On the county board, Com-

missioner John J. Duffy, a veteran in local government, is chairman of a special code revision committee. Heading the technical staff is Harry F. Chaddick, an ex-trucking executive who first came into government as a dollar-a-year man to handle a truck terminal planning problem during the city administra-

## Trends

(Continued from page 8)

	Sept. 1960	Aug. 1960	July, 1960	Sept. 1959	% Change 9/60 vs. 9/59		Cumulative—9 Months 1960	% Change from 1959
<b>EMPLOYMENT AND PAYROLLS:</b>								
Total Labor Force (000).....	3,001.1	3,009.3	3,019.4	3,027.4	- 0.9	A	3,003.1	- 0.8
—Employed (000) .....	2,864.1	2,855.2	2,860.5	2,983.4	- 1.0	A	2,860.8	+ 0.3
—Non Agr. Wage & Sal. Wkrs. (000) .....	2,559.5	2,551.3	2,555.4	2,517.0	+ 1.7	A	2,571.2	+ 1.4
—Manufacturing (000) .....	947.9	939.2	941.5	921.9	+ 2.8	A	963.2	+ 0.8
—Durable (000) .....	613.6	605.8	610.3	584.4	+ 5.0	A	631.8	+ 1.5
—Non Durable (000) .....	334.4	333.4	331.2	337.3	- 0.9	A	331.4	- 0.4
—Non-Manufacturing (000) .....	1,612.7	1,612.7	1,613.9	1,595.1	+ 1.1	A	1,596.9	+ 1.0
—Unemployed (000) .....	137.0	154.1	158.9	134.0	+ 2.2	A	141.7	-18.8
Insured Unemployment Cook and DuPage Counties (000).....	39,947	44,144	45,367	31,704	+26.0	A	46,078	-12.1
Families on Relief (Cook County).....	33,334	33,733	33,306	39,779	-16.2	A	35,260	- 7.8
Weekly Earnings in Mfg. (6 Ill. Counties)	N.A.	\$ 99.80	\$ 99.15	\$ 98.16	N.A.	Ax	\$ 99.42	+ 1.5
Weekly Hours in Mfg.. (6 Ill. Counties)	N.A.	40.2	39.9	40.9	N.A.	Ax	40.1	- 1.5
<b>CONSTRUCTION AND REAL ESTATE:</b>								
All building Permits—Chicago.....	2,269	2,672	2,296	2,677	-15.2	T	19,817	-11.2
—Cost (000) .....	\$ 55,218	\$ 20,796	\$ 32,333	\$ 34,811	+58.6	T	\$ 305,425	+33.4
Dwell. Units Auth. by Bldg. Permits.....	3,274	3,435	3,673	4,084	-19.8	T	31,923	-20.2
(Bell Savings & Loan Assn.) (No. of)								
—Single Family Units (No. of).....	2,289	2,453	2,643	2,920	-21.6	T	21,091	-29.0
—Apartment Units (No. of).....	985	982	1,030	1,164	-15.4	T	10,832	+ 5.2
Construction Contracts Awarded								
—All Contracts (000) .....	\$132,149	\$160,516	\$128,809	\$159,800	-17.3	T	\$1,181,887	- 1.3
—Non-Residential Contracts (000).....	\$ 61,249	\$ 67,814	\$ 60,358	\$ 59,683	+ 2.6	T	\$489,257	+27.8
—Commercial Contracts .....	\$ 21,220	\$ 33,051	\$ 15,236	\$ 20,879	+ 1.6	T	\$188,115	+56.1
Vacant Industrial Bldg. (1954-55=100).....	96.0	96.4	96.8	81.3	+18.1	A	93.0	+ 1.1
Idle Elec. Meters (% of all Meters)*.....	2.26	2.14	2.09	1.98	+14.1	A	2.00	+ 7.0
Industrial Plant Investment (000).....	\$ 9,650	\$ 15,574	\$ 50,239	\$ 21,290	-54.7	T	\$188,765	-18.6
Construction Cost Index (1913=100).....	659	659	659	654	+ 0.8	A	656	+ 2.5
Structures Demolished—City of Chgo.....	453	515	176	489	- 7.4	T	2,359	- 9.6
Real Estate Transfers—Cook County.....	6,063	7,807	6,268	7,119	-14.8	T	50,746	-12.4
—Stated Consideration (000) .....	\$ 3,597	\$ 5,818	\$ 3,581	\$ 4,327	-16.9	T	\$ 32,403	+ 1.3
<b>FINANCE:</b>								
Fed. Res. Member Banks in Chicago								
—Demand Deposits (000,000) .....	\$ 4,140	\$ 4,132	\$ 4,168	\$ 4,243	- 2.4	A	\$ 4,172	N.A.
—Time Deposits (000,000) .....	\$ 1,967	\$ 1,950	\$ 1,937	\$ 1,844	+ 6.7	A	\$ 1,902	N.A.
—Loans Outstanding (000,000).....	\$ 4,783	\$ 4,740	\$ 4,710	\$ 4,267	+12.1	A	\$ 4,640	N.A.
—Com. Industrial Loans (000,000).....	\$ 2,898	\$ 2,845	\$ 2,802	\$ 2,585	+12.1	A	\$ 2,775	N.A.
Bank Debits—Daily Average (000).....	\$810,374	\$766,456	\$753,379	\$715,586	+13.2	A	\$764,617	+ 6.0
Chicago Bank Clearings (000,000).....	\$ 5,711	\$ 6,078	\$ 5,300	\$ 5,267	+ 8.4	T	\$ 50,038	+ 2.4
Insured Sav. & Loan Assoc. Cook County								
—Savings Receipts (000,000) .....	\$ 122.7	\$ 131.4	\$ 199.3	\$ 110.8	+10.7	T	\$ 1,292.6	+ 7.4
—Withdrawals (000,000) .....	\$ 93.7	\$ 115.8	\$ 177.5	\$ 89.6	+ 4.6	T	\$ 1,002.2	+ 9.9
—Mortgage Loans Orig. (000,000).....	\$ 83.5	\$ 98.7	\$ 87.8	\$ 80.4	+ 3.9	T	\$ 687.0	-21.9
Business Failures—Chicago								
—No. of Failures .....	25	25	21	23	+ 8.7	T	256	+ 4.1
—Total Liabilities (000) .....	\$ 7,177	\$ 1,138	\$ 919	\$ 1,025	+600.2	T	\$ 20,870	+29.6
Midwest Stock Exch. Transactions:								
—No. of Shares Traded (000).....	2,401	2,836	2,386	2,506	- 4.2	T	23,698	- 8.8
—Market Value (000) .....	\$ 92,071	\$103,122	\$ 94,633	\$103,942	-11.4	T	\$939,569	-11.9
<b>TRANSPORTATION:</b>								
Carloads of Rev. Frt. Originated.....	104,307p	107,854	99,048	89,428	+16.6	T	1,010,709p	+ 1.6
Express Shipments: Rail, No. of .....	680,783	683,936	545,719	729,736	- 6.7	T	5,954,128	- 7.1
—Air, No. of .....	93,066	86,122	75,959	92,030	+ 1.1	T	767,517	+ 3.6
Natural Gas Dlv'd. by Pipe Line (000,000 Cu. Ft.).....	28,428	29,258	28,750	27,269	+ 4.3	T	303,686	+15.5
Freight Originated by Common Carrier								
—Inter-city Trucks—(Jan. 1958=100).....	128.2p	123.3r	112.8	124.5	+ 3.0	A	123.2p	+ 1.9
Air Passengers: Arrivals .....	531,537	545,336	518,524	546,980	- 2.8	T	4,464,938	+ 1.9
—Departures .....	533,069	559,089	530,926	566,660	- 5.9	T	4,519,237	+ 1.5
Chicago Transit Authority Passengers:								
—Surface Division (000).....	34,349	34,079	32,835	35,175	- 2.3	T	316,645	- 1.9
—Rapid Transit Division (000).....	8,919	9,376	8,727	9,028	- 1.2	T	84,002	+ 0.1
Air Mail Originated (000 Pounds).....	3,474	4,201	3,529	2,892	+20.1	T	31,355	+88.1
Barge Line Frt. Orig. (Sh. Tons).....	255,181	240,157	240,766	175,930	+45.0	T	2,360,767	+ 5.7

T=Total of 9 months. Tx=Total of 8 months. A=Average of 9 months. Ax=Average of 8 months. LM=Latest Month. P=Preliminary. N.A.=Not Available. \*Indicates residential vacancy rate. r=Revised. \*\*Steel Strike July 15 to Nov. 7, 1959.

tion of former Mayor Martin Kennelly. Since then, Chaddick directed the revision of Chicago's zoning ordinance, as well as the more recent zoning code for the county.

The director of the technical staff in the county's new code revision program is George Krannenberg, former city manager of Grand Rapids, Mich., and a former deputy director in Chicago's city planning department. A newcomer to the county's technical staff is Patrick Barrett, retired deputy Chicago building commissioner, who is working exclusively on the performance standard and material specification features of the building code draft.

"Our newly proposed subdivision manual contains drastic changes, but we believe that drastic changes are a necessity," explains Chaddick.

Heretofore, the county's subdivision regulations, covering only two pages, have been virtually nothing more than meaningless generalities. The newly proposed regulations are set forth in 60 pages, with emphasis on residential layouts, but also with special attention to industrial and commercial developments.

### Specific Requirements

The most specific requirements are proposed for new residential subdivisions with lots of 20,000 square feet (about half an acre) or less in size. For the first time, the subdivider would be required to provide paved streets, curbs and gutters, street lighting, proper water supply, sidewalks, proper grading, sewage and storm water sewers and disposal, and plantings along the streets.

The builder or developer would submit his plans to the plat officer in the county clerk's office, who in turn would consult with the health and highway departments to ascertain the conformity with the various requirements. The plat officer then would make his recommendation to the county board, which has the final authority to approve or disapprove a plat.

In all instances, the builder or subdivider would have to submit a performance bond in the amount of the cost of the work to be done to make certain that provisions in

(Continued on page 43)

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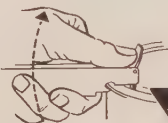
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- 1** Hook clip under the rim of the can...and...press into lid groove with fingers.



- 2** Straddle the clip with the applicator...and...hook rim grip under rim of can.



- 3** Move the applicator upward...pressing the clip firmly into the lid groove of can.

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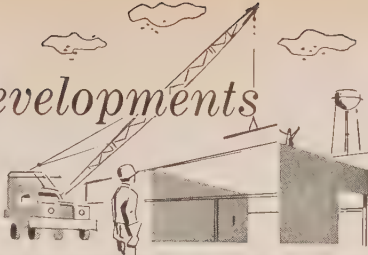
*If you are considering air conditioning for your building, office or plant, it will pay you to look into low-cost absorption air conditioning with Gas. For more details on this and other types of Gas air conditioning equipment, just telephone 431-4000. One of our engineers will be glad to discuss the application of Gas to your particular needs.*

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INDUSTRIAL DEPARTMENT

# Industrial Developments

IN THE  
METROPOLITAN  
AREA



**I**NDUSTRIAL developments in October numbered 36 with a total value of \$16,361,000. This figure can be compared with \$16,812,000 in plant investments in October of 1959. Total investment in the 318 projects announced the first ten months of this year amounted to \$205,126,000 compared with \$248,603,000 invested in 345 projects in the same period in 1959. Projects covered in these reports include the new construction of plants and industrial warehouses in Metropolitan Chicago and expansions of existing plant facilities, as well as acquisitions of land or buildings for industrial purposes.

- **Container Corporation of America** has purchased thirty acres of industrial land from the Stream-Cole Industrial Park near Wheaton, fronting on North avenue. Construction of a 270,000 square foot building will begin shortly. Container Corporation is one of the largest folding carton and box manufacturers in the world. The site is on the south side of North avenue, east of Gary avenue, in the village of Carol Stream.

- **Amphenol-Borg Electronics Corporation** will construct immediately an addition to its Amphenol Connector Division plant in Broadview, consisting of 125,000 square feet. The addition will be in the form of a new building, south and east of the present building. The addition will be completed in mid 1961 and will house the punch press department now located in Cicero, along with the assembly operation now located at 63rd and Harlem avenue. Also included in the expansion program is a 60,000 square foot building for the Amphenol Distributor Division on Cermak road, south of the main plant in Broadview. This building will be

used as a national distribution center to be completed in May. Architect for this new construction is Larrimore, Douglas and Popham. At the same time these two Chicago plants are being expanded, Amphenol-Borg is also conducting expansion of other divisions in the company, one in Wisconsin, one in California and two plants in Great Britain.

- **H. K. Porter Company, Inc.** of Pittsburgh, Pa., operating a plant for its Delta Steel Division at 2437 W. Fulton street, is erecting a 144,000 square foot building in Elk Grove Village in which the company will consolidate operations of several divisions of the firm. Ragnar Benson, Inc. is the general contractor.

- **Joseph T. Ryerson and Son, Inc.**, steel warehouse, a subsidiary of Inland Steel Company, has occupied the firm's new general office building at 2621 W. 15th Place, adjacent to its Chicago plant. One of the nation's largest steel, aluminum, plastic and fabricated metal distributors. The new office is in the form of a two-story structure with 88,000 square feet of floor area. It was designed by Skidmore, Owings and Merrill with Sumner Sollitt Company as general contractor.

- **B. F. Goodrich Company** has acquired the building at 6401 West 65th street in Bedford Park, containing 154,000 square feet of floor area for use of its Footwear Division. The Division now occupies part of the Goodrich Building at 4646 W. Lake street. McMahon, Kilroy and Company and J. J. Harrington and Company, brokers.

- **Uarco, Inc.**, one of the nation's largest manufacturers of business forms, headquartered at 141 W. Jackson boulevard with its main

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plant at 5000 S. California avenue, is erecting a research office building in Barrington at Lake Cook road and Hart road. Ralph Stoetzel designed the building which will contain 50,000 square feet of floor area, scheduled for completion next summer. The research building will be operated as a branch, separate from the main plant. The general contractor on the project is Tonyan Construction Company of McHenry.

• **U. S. Aluminum Siding Corporation** has broken ground at Runge and Addison streets in Franklin Park for the erection of a new 66,000 square foot building. This is the first phase of a plant for the production of seven complete lines of residential aluminum sidings and accessories. The new facilities will make it possible to enlarge and diversify the firm's line of products. J. J. Harrington and Company was the broker in the land purchase, and Clearing Industrial District is erecting the plant.

• **United Flat Rolled Products Company**, 6551 S. Lorel avenue, is erecting a new steel warehouse containing 67,000 square feet of floor area, scheduled for completion at the end of the year. Clearing Industrial District is erecting the building in which United will consolidate its operations now at the two locations

in Chicago. The new building will be located in the Clearing Industrial District of Franklin Park.

• **Greif Brothers Cooperage Corporation** in Blue Island is erecting a new branch plant in Northlake City which will be devoted to the production of steel and plywood drums, carboys and reels. The new plant will contain 56,000 square feet of floor area, which was designed by Robert Warner of Cleveland.

• **Atlas Tube Company**, 1757 N. Kimball avenue, is erecting a new plant in Downers Grove designed by Robert C. Taylor. General contractor on the project is Continental Construction Company. The plant will contain 59,000 square feet of floor area which will be utilized for the firm's production of collapsible metal tubes.

• **Allied Packing Company**, 6911 S. State street, is erecting a bone plant and office space at the same address which contains 12,000 square feet of floor area. Belaskas and Eugenides designed the structure.

• **Integral Packaging Company**, manufacturer of packaging machinery and paper cardboard packaging, located in Chicago Heights, is erecting a new plant in the same suburb containing 40,000 square feet of floor

area. It will be located at Joe Orr road and State street in Chicago Heights. Abell Howe Company is the general contractor on the project, which will be completed about February, 1961.

• **Sto-A-Co of Illinois**, located on West Factory road in Addison, is having a plant erected by the Clearing Industrial District, located at Wolf road at Franklin avenue in Franklin Park. The new structure will contain 34,000 square feet of floor area to which the firm will move its entire operations. The company manufactures aluminum building products.

• **Purex Corporation, Ltd.**, manufacturer of cleansing and bleaching preparations, is expanding its plant on Cline avenue at the Grand Calumet river in East Chicago with 28,000 square feet of additional floor area. Gerometta Construction Company both designed and is erecting the building. Purex is headquartered in Southgate, California and has its subsidiary, Allen B. Wrisley Company, in Bedford Park.

• **Beckley-Cardy Company**, 1900 N. Narragansett, is erecting an addition to its plant for production purposes. The newly constructed portion will contain 25,000 square feet of floor area which was designed by Busche and Markson and is being erected by Northern Builders, Inc. Beckley-Cardy engages in publishing, distributing and manufacturing of blackboards, bulletin boards, erasers, classroom seating and other school supplies.

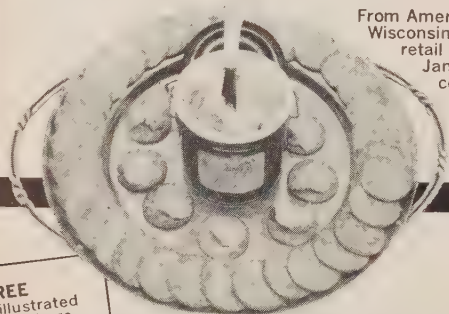
• **S. A. Oakley Company, Inc.**, at 8030 Ridgeway Avenue in Skokie, is erecting a new plant in Edens Industrial Park in the same suburb. Planned for completion in February, the 24,000 square foot building will house the entire operations of the firm for the manufacture of special machinery for the electric appliance industry. Robert Charles Swanson acted as architect for the project and Helge Holmes is the general contractor.

• **Commercial Steel Supply Company**, Aurora, producer of structural steel, ornamental iron and steel warehouse products is adding 25,000 square feet of additional steel warehouse space to its plant at 720 N.

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Broadway in Aurora. Fancsali Brothers is the general contractor.

• **Citrus Products Company**, 11 E. Hubbard street, is erecting a 22,000 square foot plant in the O'Hare Industrial Center, located at 9420 River street, Schiller Park, being developed by Bennett and Kahnweiler & Nicolson, Porter and List. The plant is scheduled for completion in the spring of 1961. The firm produces concentrates for carbonated beverages.

• **Seaman Paper Company** of Evanston has acquired a building at 1985 North Anson drive in Melrose Park, which includes a 20,000 square foot building on 30,000 square feet of land. The new facility will be engaged in the production of aircraft insulation. J. J. Harrington and Company, broker.

• **General Automation, Inc.** at 900 N. Franklin street, is erecting a new 18,000 square foot office and factory building at 1757 W. Rosehill drive. Cable and Cable designed the building which is being erected by Edison Building Construction Company. General Automation manufactures screw machine products.

• **Elliott Paint & Varnish Company**, 4523 W. 5th avenue, is adding 15,000 square feet of warehouse space to its plant. The new structure was designed and engineered by A. Epstein and Sons, Inc.; Roberts-Lang-Gray, Inc., general contractor.

• **Processed Plastic Company** in Aurora is erecting a new 16,000 square foot plant in Montgomery (just south of Aurora) which will be completed in April of next year. The company manufactures plastic toys. The plant was designed by O. Kleb.

• **Hamler Industries, Inc.**, 6025 W. 66th street, Bedford Park, has started construction of a factory and office building of 14,000 square feet of floor area in Chicago Heights. It was designed by Arthur T. Houlihan, for the distribution of anhydrous ammonia.

• **Becco Chemical Division of Food Machine and Chemical Corporation** is erecting a 16,000 square foot midwest distribution center for

several of the firm's divisions, which will be located at Ardmore and Hill streets in Villa Park. Designed by Wright and Associates, it is being erected by Schless Construction Company.

• **Chicago Imprinting Company, Inc.** is expanding its facilities at 522 Clinton street, by an addition of 9,000 square feet of floor area. The firm is engaged in imprinting dealer merchandising aids.

• **Joe Lowe Corporation**, 2000 N. George street, Melrose Park, has had A. Epstein and Sons, Inc. design a building for the handling of bulk flour, dried eggs and other bakery supplies which will contain 11,000 square feet of floor area. This is an addition to an existing plant of the company at the above location. General contractor is John S. Chapple.

• **Phoenix Metal Cap Company**, 2444 W. 16th street, is adding 7,000 square feet of production floor space. Graham, Anderson, Probst and White designed the structure as a coating mill for use in the firm's operation in the field of plastic and metal closures. Sherman Olson, Inc. is the general contractor on the project.

• **Knowles Electronics, Inc.** in Franklin Park is erecting a 5,000 square foot office and plant addition which was designed by Holmes and Fox and is being erected by Campbell, Lowrie, & Lautermilch Corporation. The company produces sub-miniature electro mechanical components.

• **W. J. Haertel & Company**, 1932 N. 15th avenue, Melrose Park, is adding 7,000 square feet of floor area for manufacturing use. The firm manufactures mechanical suspension apparatus for the erection of acoustical ceilings. The addition was designed by Zay Smith and Associates.

• **American Soda Fountain Company** has purchased a plant at 455 N. Oakley boulevard containing 10,000 square feet of floor area. The firm distributes soda fountain equipment and drink dispensers, and will move its warehouse facilities to the newly acquired building. Van C. Argiris and Company, broker.

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## Up in Hyde Park

(Continued from page 20)

commitments and purchases in urban renewal programs has been increasing annually and reached \$600 million last year.)

Private Chicago investment is represented by First Federal Savings and Loan Association, which handled mortgage financing for the first 15 town houses and now is considering another 53 in a section of the project known as Harper Square; Talman Savings and Loan Association, mortgage financiers for 59 of the town houses, and who have indicated their willingness to handle most if not all of the rest; and Chicago City Bank and Trust Company, which financed construction for 20 of the town houses plus the shopping center.

Surrounding the Webb & Knapp development is the huge urban renewal-conservation program covering the entire area, one of the first of its size in the nation. Another 100 acres, with 630 structures and approximately 6,000 dwelling units, are being cleared by the Community Conservation Board of Chicago to make room for additional parks, parking areas, institutions and up to 1,900 new homes and apartments.

## Costs of Project

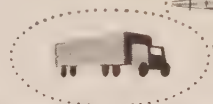
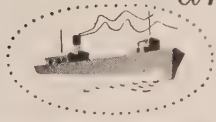
Government costs of this project are \$39.6 million, with a federal contribution of \$28.3 million and the city's share \$11.3 million. While it is too early to peg precisely the sums likely to be invested in redevelopment, estimates put new housing and commercial construction at about \$29 million, and rehabilitation of existing properties at some \$30 million.

Rehabilitation of non-clearance structures is regarded as one of the most important aspects of the program, on the theory that the funds spent in clearance and rebuilding can stabilize and upgrade the area only if the remaining 80 per cent is improved. The University of Chicago took the lead by purchasing for \$38,500 a solid, 40-year-old brick six-flat at 5409 S. Blackstone Ave. and completely renovating it as a demonstration project.

The \$54,000 rehabilitation was financed under the special FHA Sec-

(Continued on page 50)

# Transportation and Traffic

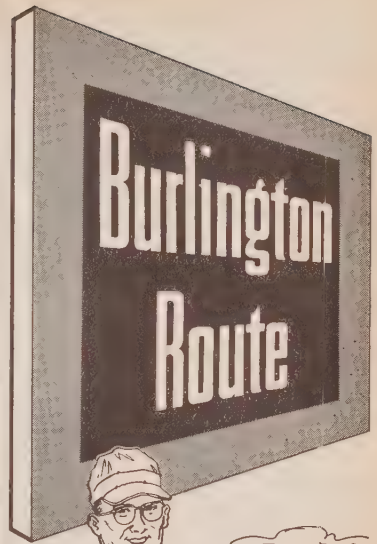


**A** GENERAL increase in railroad freight rates and charges was authorized by the Interstate Commerce Commission, effective October 24, 1960. In approving the rate hike, the commission said: "There is a critical need on the part of the railroads for additional revenue, sufficient at least to offset in part the increased costs not heretofore considered by us in approving their freight rates and charges. The public interest, and that of the national defense, in a sound, adequate, and efficient transportation system, will be adversely affected unless the proposed increased interstate freight rates and charges, . . . are permitted to become effective as scheduled. Unless the railroads are given an opportunity to obtain the additional revenue to be derived from such increased freight rates and charges, their earnings will be insufficient to enable them, under honest, economical and efficient management, to provide, in the public interest, adequate and efficient railway transportation service; and without such additional revenue, serious curtailment of maintenance programs and capital expenditures will be required, contrary to the public interest." With certain exceptions, line-haul rates published in cents per 100 pounds were increased 1/2 cent where rates did not exceed 65 cents and one cent where rates were in excess of 65 cents. Where rates are published per ton, the increase was 10 cents per net ton and 11 cents per gross ton on rates not exceeding \$13.00 and 20 cents per net ton and 22 cents per gross ton on rates in excess of \$13.00. Increases were also authorized in rates and charges for certain accessorial services. Among the proposals of the carriers which were suspended by the Commission was the plan to reduce the free time

for handling cars at ports from seven days to five days.

• **Ill. C.C. To Probe Classification**  
Of Commodities By Motor Carriers: The Illinois Commerce Commission has instituted an investigation concerning the adoption of general rules and regulations for the classification of commodities transported by motor carriers in the State of Illinois. The order issued by the commission states: "Since the adoption of the Illinois Motor Carrier of Property Act and the jurisdiction of the commission over motor carriers, both common and contract, it has become apparent that some general rules and regulations should be formulated concerning commodity classification and the grouping of commodities under some general classification headings. The Interstate Commerce Commission adopted several years ago in Ex Parte MC-45, a list of commodities under certain general classifications. It is our understanding that this has proved beneficial." In Ex Parte MC-45, *Descriptions in Motor Carriers Certificates*, 61 M.C.C. 209, the Interstate Commerce Commission established commodity lists under class or generic headings and commodity descriptions to be used in filling applications for certificates of public convenience and necessity and in describing the commodity scope of certificates established. The Illinois commission has set hearings in its investigation for December 12-14, inclusive, at Springfield, Illinois, and January 23-25, inclusive, at Chicago.

• **Eastern Railroads Publish**  
Charges For Pick-Up And Delivery Service: The Eastern railroads have published a tariff naming extra charges for performing pick-up and



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delivery service on less carload traffic originating at or destined to major points on their lines. The charges are published in Trunk Line-Central Territory Railroads Tariff No. E-693-A, I.C.C. No. C-175, to become effective December 10, 1960. The proposed charges in cents per 100 pounds for pick-up and delivery service at representative points are as follows: Chicago, Ill., 60 cents; Indianapolis, Ind., 40 cents; Baltimore Md., 50 cents; Detroit, Mich., 53 cents; St. Louis, Mo., 45 cents; Cleveland, Ohio, 50 cents; Pittsburgh, Pa., 55 cents; Buffalo, N. Y., 40 cents; and New York, N.Y., 60 cents. A shipment moving from Chicago to Cleveland and afforded both pick-up and delivery service would be subject to the 60 cents charge at Chicago plus the 50 cents charge at Cleveland or a total of \$1.10 per cwt. The charge at Chicago will be assessed by the following railroads: Baltimore and Ohio, Erie, New York Central, including the Big Four and Michigan Central Districts, Nickel Plate, Pennsylvania and Wabash.

• **Shipper-Motor Carrier Group**

**To Support Repeal Of Agricultural Exemption:** Active support of legislation for repeal of the exemption on the transportation of agricultural commodities by motor vehicle was voted by the Middlewest Shipper-Motor Carrier Conference at the group's annual meeting in St. Paul, Minnesota. The action was taken following consideration of two bills introduced in the 86th Congress—one, H.R. 12413, which proposed extending the agricultural exemption to include transportation by railroads, and the other, H.R. 12414, which contemplated complete repeal of the exemption. It was the consensus that enlarging unregulated transportation was not in the public interest. It is expected that bills comparable to H.R. 12413 and H.R. 12414 will be reintroduced early in the 87th Congress which convenes in January.

• **Nation's Mail Volume In 1960** At All-Time High: A new all-time high in the nation's mail volume was reached during the fiscal year 1960 ending June 30, which continued the steady upward trend of the past

seven years at a rate which even exceeds the population growth, according to advance information from the Annual report of the Post Office Department which has been made available to Postmaster Carl A. Schroeder. Although subject to last minute revisions, the year's total has been estimated as 63.6 billion pieces of mail which includes about one billion pieces of parcel post. It was stated that this would mean an increase of nearly 25 per cent over the corresponding figures from 1953 when the annual volume was 50.9 billion pieces. During this same period, it was pointed out, the revenue of the Department also has shown an impressive gain with an increase from \$2,091,714,000 in the fiscal year 1953 to \$3,276,800,000 for the fiscal year 1960. Here in Chicago, receipts of the post office climbed from \$140,-200,634 in 1953 to \$185,100,222 last year or an increase of \$44,813,586—31.94 per cent over 1953.

• **Rails And Operating Unions** Approve Establishment Of Presidential Rules Commission: The railroads and the five operating unions

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have signed an agreement to submit their dispute over work rules and practices to a 15-man committee to be appointed by the President. According to Secretary of Labor Mitchell, the commission will be composed of five representatives each from the railroads, the unions and the general public. The commission will begin its study of the work rules problem early in January and its report is due December 15, 1961. While the report and recommendations will not be binding, they "will have great weight in solving the work rules issue," Secretary Mitchell said. He added that the "agreement of both parties to the commission is an indication of maturity in labor-management relations in the railroad industry."

• **I.C.C. Approves Merger Of C. & N.W. And M. & St. L. Railroads:** The Interstate Commerce Commission has approved the Chicago and North Western Railway's acquisition of the Minneapolis and St. Louis Railway. The consolidation will give the North Western a total of 10,790 miles of track, making it the nation's third largest railroad. In approving the purchase, the commission said: "The combined properties will produce a larger, stronger company better able to meet the challenges faced by the railroad industry and better able to attract and hold competent management personnel. Such is obviously in the pub-

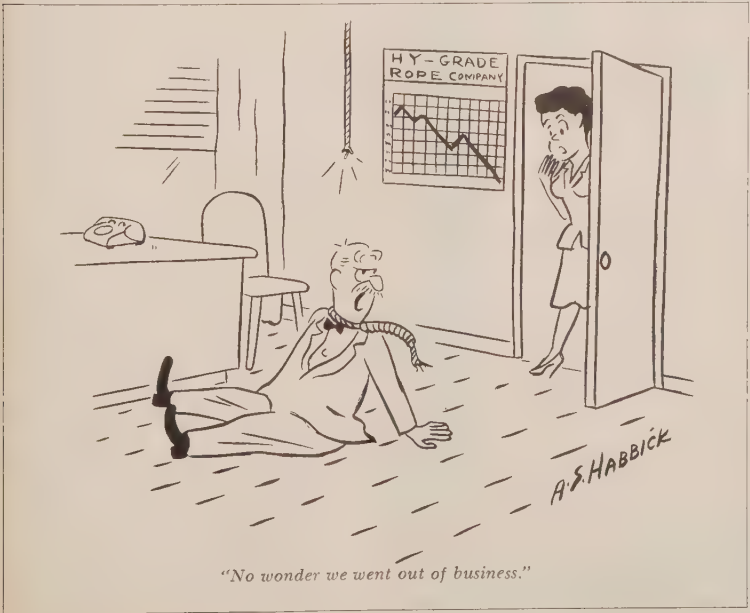
lic interest." The railroad estimates that the joint operation will result in a saving of more than \$3 million annually.

### Better Hospital System

(Continued from page 21)

for the northern Cook County area in addition to three already existing institutions, some of which were planning to expand. It was evident that a too-hasty decision to build the Skokie Valley hospital might lead to serious over-bedding in northern Cook County. On the other hand, the area's population was growing rapidly and failure to carry the project through might lead to an actual bed shortage during the time it would take to plan and build the hospital.

Faced with these questions and with the necessity for helping the hospital board to reach a sound decision, the Council: 1) urged the Skokie Valley group to have a detailed survey made by a hospital consultant; 2) reviewed future plans of other hospital groups in the area; and 3) developed its own population projections for the area. When information from all these sources was reviewed, the facts and figures indicated that the proposed hospital would be needed by the time it was to be built and that its plan of development was practical. The Council therefore endorsed the project,



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including with its endorsement several specific recommendations that would help the hospital to meet the community's anticipated needs most effectively.

The careful evaluation procedures typified by the Wheaton and Skokie Valley cases have been applied so far to 22 hospital proposals—12 proposals for expanding existing hospitals and ten proposals for building new hospitals. Of the ten proposals submitted for new hospitals, only four were endorsed. Another four proposals failed to receive endorsement and two proposals are still in process of review, pending submission of additional information. The Council's endorsement is not easy to obtain and any hospital proposal that receives it has met exacting requirements of community need and overall hospital planning.

Evidence that the Council's endorsements are highly regarded is found in the growing number of donors who seek Hospital Planning Council recommendations before donating to hospital projects. In the past twelve months, the Council has received 42 inquiries from prospective donors, asking about the merits of particular hospital programs.

## ***Evaluation Program***

Foundations and corporate gift committees frequently have difficulty in knowing which hospital projects to support and whether the total amount being sought is reasonable. The high cost of hospital facilities these days (now up to \$20,000-\$25,000 per bed) increases the urgency that donation decisions be soundly based. The Council's evaluation program helps to take the guesswork out of these decisions.

Typically, the service rendered by the Council to industries and foundations starts with a letter or a phone call from a donation committee representative asking for information about a certain hospital project. As soon as the donor's inquiry is received by the Council, steps are taken to provide the information needed. If the hospital proposal has not been evaluated previously by the Council staff, a full-scale investigation is launched. A study of the hospital's service area is undertaken by the research staff



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# ORGANIZATION OF THE HOSPITAL PLANNING COUNCIL FOR METROPOLITAN CHICAGO

The March, 1958 issue of *COMMERCE* carried an article announcing plans for formation of the Hospital Planning Council. The organization was formally established on September 15, 1958, with a skeleton staff in a temporary headquarters, and was in full operation in its permanent location (79 West Monroe Street) by April, 1959.

Community agency participation in the Council's program is indicated by the list of 13 voting members:

Blue Cross Plan for Hospital Care  
Calumet Region Congress  
Chicago Association of Commerce and Industry  
Chicago Hospital Council  
The Chicago Medical Society  
Community Fund of Chicago, Inc.  
Conference of Catholic Hospitals of the Archdiocese of Chicago  
Illinois Hospital Association  
The Institute of Medicine of Chicago  
Jewish Federation of Metropolitan Chicago  
The Lake County Medical Society  
Lutheran Charities Federation  
Welfare Council of Metropolitan Chicago

Officers and board members for 1960-1961 are:

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H. Stanley Wanzer  
Benjamin C. Willis  
Frank H. Woods  
James C. Worthly

Staff leadership is provided by:

Karl S. Klicka, M.D.  
*Executive Director*

Rosson L. Cardwell  
*Associate Director and  
Director of Research*

in evaluating the need for the proposed project relative to the community's total need for beds. The counseling staff reviews the hospital's objectives and evaluates the appropriateness and feasibility of the program that has been planned to achieve those objectives. Both of these evaluations are then integrated into a total evaluation of the project's worth to the community. A letter is prepared for the donating group, stating the results of the evaluation and identifying the principal facts and figures that led to the final recommendation.

Foundations and corporations who have used the Council's evaluative service have expressed great satisfaction with it. Among those who have used the service on several occasions are: Chicago Title and Trust Foundation, General Motors Corporation, Great Atlantic & Pacific

Tea Company, Illinois Bell Telephone Company, Inland Steel-Ryerson Foundation, and Marshall Field & Company. The consensus among donor groups is that the informed, objective judgments they get from the Council give them assurance that their hospital donations are being well used and that the interests of the metropolitan community are being best served.

As successful as the Council has been in answering the planning needs of hospitals and donors, there are many basic questions in metropolitan hospital planning for which there are not yet satisfactory answers.

How many hospitals of what kinds should there be in the Chicago area? What sizes of hospitals are most efficient? How should hospital locations be determined? How should the various kinds of



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Dr. Karl S. Klicka (l), Executive Director, Hospital Planning Council for Metropolitan Chicago and Rosson L. Cardwell, Associate Director and Director of Research, survey location of hospitals on Chicago area map

services be distributed over the system in order to avoid unnecessary duplication? What combination of room accommodations will permit most efficient use of a given number of beds? What kinds of relationships between physicians and hospitals will lead to most efficient use of the hospital system? How should hospitals be built in order to reduce the rate at which they become obsolete?

If these questions, and others like them, can be answered, each answer will bring metropolitan Chicago closer to a fully adequate and efficient hospital system. The research program of the Council is being designed to find answers to these kinds of fundamental questions.

The research results reported in Research Bulletin No. 2, **Sizes and Occupancies of In-Patient Services for Chicago Area Hospitals**, in-

dicade how the Council's basic research program can produce benefits of immediate practical importance. The Council staff has devised a method for measuring **occupancy pressures** in medical-surgical, maternity and pediatric units of hospitals and has shown how these occupancy pressures can be mapped, by services units, for the entire metropolitan hospital system. This new method of occupancy analysis is valuable for individual hospitals as well as for over-all metropolitan planning. Hospital administrators can now check their own month-to-month operations more closely and can determine more precisely when and where an expansion of beds may be needed. Mapping of occupancy pressures for the whole system shows where in the metropolitan area additional beds may be most urgently

needed and also indicates the relative need for each type of bed.

Month-by-month mapping of occupancy pressures is now possible due to the inauguration in May, 1960, of a joint reporting system developed in cooperation with the Chicago Hospital Council, the Illinois Hospital Association and the Welfare Council of Metropolitan Chicago. Under this system, one reporting form, which is sent out each month to all metropolitan area hospitals, serves the basic hospital information needs of all four co-operating agencies and avoids duplicating demands on the area's hospitals. The Hospital Planning Council serves as a coordinating agency and as an information clearing house for the four cooperating groups.

In addition to these monthly reports, detailed information has been obtained recently from metropolitan area hospitals on the organization and membership of their medical staffs. This information is being studied in conjunction with basic data on 10,000 metropolitan area physicians furnished by the American Medical Association. These investigations should lead to better understanding of physician-hospital relationships, which, in turn, should lead to better hospital planning.

### Major Study

Other research plans for the coming year include a major study of hospital obsolescence, development of an "index of comprehensiveness" for measuring different levels of medical and hospital care services, a special project on high speed computer applications, and preparation of a preliminary plan of hospital growth for the period 1961-1965.

Financing of the Hospital Planning Council has been underwritten, so far, primarily by grants from local foundations and corporations. The Council's Second Annual Report lists 87 contributors. Individual contributions have ranged from \$50 to \$10,000 in support of the Council's current annual budget of \$120,000.

When the Council was first established, it was thought that its funds would come primarily from community health agencies. Subsequent experience, however, has proved that only a small fraction of the total

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financing needed can be obtained from these sources. As a result, the Council has revised its original financing plans and will seek continuing support from business and other community sources. With its core budget underwritten on a regular basis by the community at large, the Council will also seek to accelerate its research achievement by applying for special grants from government and foundation sources outside the community to cover the costs of large scale projects in its basic research program.

Gratifying as the progress in the first eighteen months has been, the real fruits of the Council's work will be harvested in the future. Experience thus far indicates that ultimate benefits to the Chicago metropolitan community in savings and in more efficient use of community resources will amount to many millions of dollars. The eventual nation-wide benefits from the Council's basic research program, resulting in improved metropolitan planning all over the country, should be even greater.

The Council's board of directors, who are the community's representatives in this undertaking, have seen at close range the results already achieved and have carefully reviewed the plans for the future. We can say without reservation that metropolitan Chicago can take pride in what has already been done and can look forward with anticipation to an increasing stream of benefits from this important work.

## Landscape of Future

(Continued from page 31)

the plat are carried out. Another major feature would be a requirement that local park and school boards be given an opportunity to inspect proposed plats to determine the need for additional school sites and parks and playgrounds and to negotiate the purchase of the land considered necessary for such purposes.

The highway department would be delegated most of the authority for determining requirements for land subdivided for industrial and commercial purposes. For these developments, the chief concern would be over service roads and the traffic to be generated.

With residential subdivisions with especially large building sites, the highway and health departments would be given discretionary powers in determining final requirements. Under the county's new zoning code, the only specified lot sizes larger than 20,000 square feet are those of one or five acres.

Already there are rumblings of objections from some builders and land developers, indicating that the newly proposed subdivision manual may face stiff opposition before it is adopted.

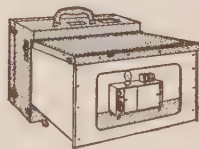
## Lively Controversy

There almost certainly will be a lively controversy before the county board on the pending building code draft, in view of the objectives of Chaddick and his technical staff. For the most part, the proposed code will be based on the modern concept of performance standards, as contrasted with the old form by which materials were specified by name.

A point of controversy that invariably arises in the drafting of a performance standards code pertains to the fire resistant qualities of walls. In the past, the Chicago Plastering Institute and the plasterers' union have been in the thick of this controversy in their opposition to dry wall construction.

This fight over dry wall construction also extends to proposals that would permit the erection of prefabricated houses, another controversial issue. Chaddick explains that his staff is drafting standards that would permit construction of better quality prefabricated houses in unincorporated areas, but rule out those of poor construction. A

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similar approach, he says, will be taken in drafting code provisions for trailer or tourist courts.

Chaddick and his staff also are considering other provisions that would permit the use of new plastic materials in plumbing. This, too, could be a major point of controversy, in view of a cold attitude reportedly taken by the plumbers' union toward plastics.

A type of new construction being viewed with favor by the county's technical staff is that of pre-stressed concrete beams and slabs. Although this type of construction has been used extensively in California and elsewhere, it presently is somewhat of a controversial subject in the Chicago area.

In their quest for the best ideas on building regulations, Chaddick and his staff are studying the current codes of major cities throughout the country.

"Our objective is to draft the best possible building code that will adapt itself to the use of qualified new materials and types of construction, and at the same time gives us full insurance against any possibility of creating suburban slums," says Chaddick.

## **Job Evaluation**

*(Continued from page 25)*

are allowed to shape a plan to their particular company conditions.

One large manufacturing company which had successfully developed a fine job evaluation program for one of its small operating divisions tried to superimpose the identical program on all its other divisions. Failing to recognize the vast differences between their division operations in terms of local union relationships, a different set of communications problems in the larger divisions and even ignoring the importance of properly training and indoctrinating supervisors in the mechanics of the plan, the company-wide job evaluation plan foundered and was wrecked.

This is further proof that job evaluation plans are created and developed by a team of management and union representatives, not turned out of molds according to a rigid, uniform set of preconceived specifications. In the final analysis,

success will be determined by its acceptance.

In setting up a program, it is best to make a fresh start in establishing wage rates. Generally, it is safe to assume that the origin of existing rates lies in the changing conditions of supply and demand and subjective influences. Therefore, these rates should not be used as a guide in determining new rates.

Top management support is required to implement a continuing job evaluation program. The wage rate structure is of paramount importance in constructing an equitable program. Unfortunately, too many management people grow concerned about equitable wage relationships only prior to annual negotiations time and the program is destroyed through lack of maintenance. Sound wage administration, of course, is a year around job.

Furthermore, management should be prepared to meet union pressure to spiral wage rates. Especially in the instance of a strong union and a weak management, it often happens that the company will allow a job to be re-evaluated with its attendant upgrading, and the spiraling begins. The way to forestall the possibility of this situation is to make it clear at a program's inception that in the event of a dispute over the evaluation of a particular job, the benchmark should be the determining factor. Proper indoctrination in the program's early stages is extremely important for this reason.

The most successful job evaluation programs are the ones that provide for a periodic review at their inception. It is not important whether the review is quarterly, semi-annually or annually, just so it is held on a regular basis. The review should provide for a survey of industry and area rates so that the company is continually abreast of its relative position.

Unscientific as it is, job evaluation nevertheless has proved its value as an important management technique. However, this has been more a matter of opinion based on field experience and no broad study had ever been made on this subject to find out exactly how valuable and effective current job evaluation practices are.

To take a reading on the present state of the job evaluation art, our firm surveyed a cross-section of

American companies with employee groups ranging from less than 500 to more than 5,000 people. Of the responding 500 companies, 60 per cent were organized by unions, 62 per cent were in durable goods production, and 65 per cent of all hourly employees of all companies reporting were affected by job evaluation programs.

From the comprehensive published report these are the eight major conclusions highlighting the survey:

1. Companies in which unions and employees participate in the introduction of job evaluation have fewer grievances, fewer arbitration cases, and enjoy a better relationship than those companies in which a plan is introduced unilaterally or without adequate preparation of those to be affected.

In support of this observation, the survey indicated that the average number of grievances per company in the last three years was 31. Only 26.5 per cent of the companies reporting had arbitration cases involving job evaluation in the past three years. Of these, 73 per cent of the arbitration cases were won by the companies.

2. Job evaluation plans are equally as suitable in union as well as non-union plants. According to the survey, 93 per cent of the organized plants and 86 per cent of the non-union plants reported their job evaluation plan "rather" to "highly" successful.

3. Survey results indicate job evaluation is most important to a sound wage program. Analysis of the survey showed that 90.4 per cent of the companies considered their plan successful. Less than 1 per cent rated their plan non-satisfactory, and only 9 per cent judged their job evaluation program as mildly successful.

4. Job evaluation is highly regarded as an administrative tool. Nearly all of the companies indicated that, based on their experience with job evaluation plans, they would definitely install a plan if they did not have one. Corporations with 5,000 or more employees voted "yes" 100 per cent. Affirmative responses from smaller companies ranged from 92 per cent to 99 per cent.

In contrast, Princeton University, conducting one of the first job evaluation surveys in 1947, reported that between 20 per cent and 30 per cent

of the surveyed companies found their job evaluation programs unsatisfactory.

5. The success of job evaluation depends more on the indoctrination given to supervisors, employees, and union (if the company is organized) and the subsequent administration of the program than on the plan itself.

6. The need for formalized job evaluation programs becomes increasingly greater as the size of the company increases.

7. Although company management has a greater understanding of the role of job evaluation, business leaders need to know still more about the potential uses, limitations and effectiveness of their programs. In this area, experienced job analysts and consultants who help establish and develop programs have contributed significantly in strengthening the position of job evaluation as a management tool.

8. Four factors are of paramount importance to the success of a job evaluation program: expertly-trained job evaluation analysts, thorough understanding by supervision, a con-

tinuing effort to educate employees about program benefits, and top management recognition of the need to develop the program on a long-range basis.

The new information developed through this survey should be of considerable significance to individual companies with established programs who now will have a basis to compare and further analyze the effectiveness of their evaluation programs. In addition, the study should also be helpful as a guide to the top management of companies planning to launch a job evaluation plan.

From the findings of the survey, it is safe to assume that job evaluation is certainly here to stay. Many companies, however, have yet to realize the full potential of their programs. Further development of this relatively new technique in the art of modern management requires perceptive management people, skilled in the dynamics of human relations, who will work with job evaluation specialists to establish soundly conceived and administered programs in the future.



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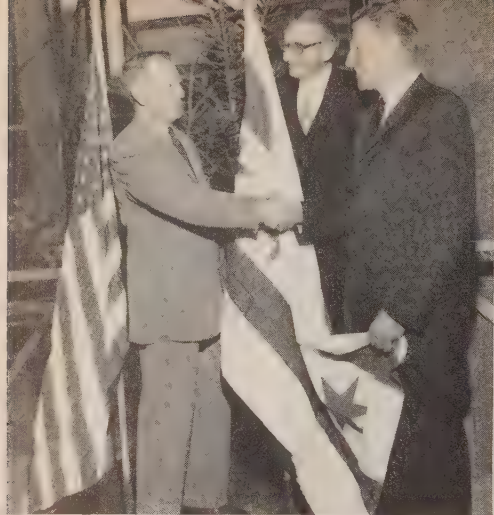
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James C. Hullett (l), President, Hartford Fire Insurance Company Group, receives congratulations from Thomas H. Coulter (r), Association Chief Executive Officer, and Arthur Rubloff, Chairman, Arthur Rubloff & Company, at topping out ceremonies at the 20 story, 20 million dollar Hartford Fire Insurance Company Building.



Oscar G. Mayer (second from r), Association Past President, presents a plaque of recognition to George A. Barnes (second from l), Supervising Captain, Retired, Chicago Police Department, for his "integrity in coping with complicated human relations situations in enforcement of law in Chicago." Taking part in the presentation are Paul Goodrich (l), Association President, and Jesse Jacobs, former head of the Association Health Education and Welfare Division.



Julian Levi, Executive Director, South East Chicago Commission, speaks to the Association's Urban Renewal Committee at luncheon in the Quadrangle Club concerning community improvements in the Hyde Park Area prior to the committee's bus tour of Hyde Park.



Discussing "What's Ahead For DuPage County" during an Industrial Development Committee meeting: Thomas G. Ayers, Chairman, Industrial Development Committee and Vice President of Commonwealth Edison Co.; Charles H. Cress, President, West Chicago Manufacturing District, Inc.; Charles F. Willson, Director, Industrial Development Division of the Association; Lawrence E. Pierron, Chairman, DuPage County Industrial Development Committee; and John Foxen, Chicago and Northwestern Railroad.



Maxim M. Cohen, Manager, Chicago Regional Port District, indicates fire safety precautions used at Port's grain elevators while touring Calumet Harbor with the Association Fire Prevention Committee. The Committee inspected the harbor area as part of the Association's observance of Fire Prevention Week.



Examining farm bulletin published by the U. S. Chamber of Commerce at a meeting of the Agricultural Council of the Association are (l to r): N. C. Mindrum, Director, National Committee on Boys & Girls Club Work; Ken H. Anderson, Association Director, National Committee on Boys & Girls Club Work, and Joseph Ackerman, Managing Director, Farm Foundation.

# ASSOCIATION PHOTOGRAPHED IN ACTION



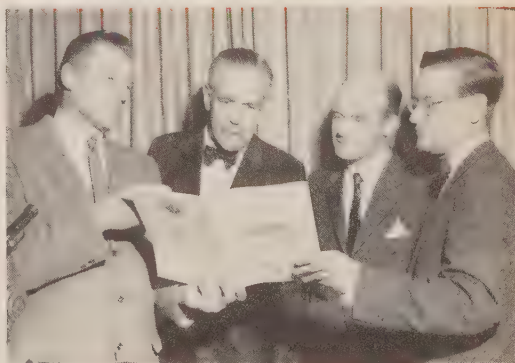
Thomas G. Murdough (center), Chairman, Health-In-Industry Committee and President, American Hospital Supply Corp., discusses the booklet "Hospital Planning Council for Metropolitan Chicago" with (l to r) Dr. S. L. Andelman, Commissioner, Chicago Board of Health; Louis DeBoer, Executive Director, Chicago Heart Association, and Karl S. Klicka, M.D., Executive Director, Hospital Planning Council for Metropolitan Chicago at a meeting of the Association's Health-In-Industry Committee.



"Get Into Politics" is the series title of seven WTTW, Channel 11, programs broadcast Wednesday nights as a production of the Chicago Jaycees. Shown above, rehearsing for the program are (l to r) Dave Brown, Don Deuster, Norman R. Kaplan (a Jaycee and technical advisor for the show) and Richard M. Nelson, manager of civic affairs for Inland Steel and former national president of the Young Democrats organization.



Previewing new water resources exhibit at the Museum of Science and Industry are (l to r): Keith R. Barney, Major General, Deputy Chief of Engineers for Construction, Corps of Engineers; Paul W. Goodrich, Association President and President of the Chicago Title and Trust Company; and Lenox Lohr, President, Museum of Science and Industry. The 70-foot exhibit explains flood control, navigation, hydro electric power, municipal water supply and other water uses.



Thomas H. Coulter, Association Chief Executive Officer, explains the Association's publication "Export Traffic, Port of Chicago" to Count Hugo Von Rosen, President, Export Merchants Branch Committee, General Export Association of Sweden; Tor Lindqvist, Manager, Exports Merchants Branch, General Export Association of Sweden; and Anders Attling, Trade Commissioner of Sweden in Chicago. The Association hosted the Swedish visitors at an informal meeting held with Chicago businessmen.

Congressman Sidney R. Yates (r), representing Chicago's 9th District, chats with Preston Peden (l), Director, Association Governmental Affairs Division, and Charles W. Davis, of Hopkins, Sutter, Owen, Mulroy & Wentz, prior to a Board of Directors meeting. Yates discussed the progress being made in the Association's fight to obtain increased lake diversion for Metropolitan Chicago.





**Leslie H. Dreyer**  
**1902 - 1960**

Leslie H. Dreyer, Vice President, First National Bank of Chicago and Vice President for World Trade of the Association, died in Evanston Hospital November 4.

Mr. Dreyer was the incumbent President of the Bankers Association for Foreign Trade, a Board member of Evanston Township High School and Chairman of the 1959 and 1960 Chicago World Trade Conferences and World Marketing Conferences and Deputy Chairman of the 1958 Chicago World Trade Conference. He was a member of the Union League, Bankers and Skokie Country Clubs.

Mr. Dreyer was born in Naugatuck, Connecticut and was a graduate of Columbia University. He joined the First National Bank of Chicago in 1931 and was named Vice President in 1955.

## Chicago Steel Production Ahead Of National Figure

Metropolitan Chicago steel plants operated at an average of 58 per cent capacity in September as compared with the national average of 53 per cent, according to John K. Langum, Vice President for the Business Research and Statistics Division of the Association and President, Business Economics, Inc.

September steel production amounted to 1,321,000 short tons. This is also more than the totals recorded in August when 1,313,000 tons were produced and July with a total of 1,264,000 tons.

## Investments In Venezuela Urged By Chamber Executive

Inducements for U. S. firms to enter manufacturing in Venezuela were stressed by William Riley Hinkle, President, American Chamber of Commerce of Venezuela, in a luncheon address to the World Trade Committee of the Association October 14.

Among inducements listed by Hinkle were: Import license, quota and tariff exonerations for manufacturing and processing machinery and raw materials; low taxation with exemption of dividends and treatment of capital gains as ordinary income; freedom of real estate from tax except in cities where the rate is 6.5 per cent of rental value; tax benefits for corporations starting new industries; availability of an adequate work force.

Hinkle said: "Industrialization increases the purchasing power of a country. This was true of Canada; it is true of Mexico today and it will be equally true of Venezuela tomorrow. Communism and its potential for disaster is of vital concern. The dangerous ferment which roils the entire continent south of us today could develop into a mighty flood of popular emotion sweeping away all ties with our nation. What is even more terrible to contemplate, is the loss of the common ideals of freedom, human dignity and individual respect.

"What are we going to do about it? Should we 'wait and see what happens'? That school of thought would be disastrous. When we look southward, let us not lose our perspective, for a strong progressive Latin America is desperately necessary to the future security of the United States."

Hinkle said that units of the State Department are doing a great deal through the U. S. I. S., Student and Labor Exchanges and other programs. "Businessmen in this hemisphere share a responsibility and must also work together to



**William Riley Hinkle**  
President, American Chamber  
of Commerce

maintain a reciprocal vigilance for our common aims," he maintained.

It is unlikely Venezuela will go Communist now that the United States is beginning to act, Hinkle said. "I beseech you to make known to our government the urgency of supplying the funds to banish misery and poverty, just as we primed money into Europe to stave off Communism," he urged the World Trade Committee. "It behooves all of us to know and understand more of the problems confronting long-time friendly Venezuela, still in the birth-pangs of democracy, while at the same time bucking the tidal wave of Communism. The basic fact exists: that this hemisphere is our hemisphere. We share it with 20 other nations on two continents."

Hinkle said that Venezuela's four year plan which emphasizes diversification has opened the door to U. S. firms and that an impressive number of them have come into Venezuela over the past twelve months. "I counted 27 of them just before I left on this trip and their number is increasing."

Included in U. S. private investment enterprises taking advantage of the industrialization program, according to Hinkle are: packaging, foodstuffs, clothing, tires, paints, cigarettes, glass, aluminum, soft drinks and automobile assembly plants.

In addition, there are many "big name" U. S. companies which have been established for years in Venezuela. Included are eleven chain store operations, Hinkle said.

# Calendar of Association Events

Nov. 16, 22, 29, 30, Dec. 6, 7, 13 & 14	Membership Luncheon Meetings	Conference Room 12:15 p.m.
Nov. 17, 24, Dec. 8	Illinois Committee Luncheon Meeting, Larry Schumaker, Public Relations Mgr., State, Illinois Bell Telephone Co., Chairman	Conference Room 12:00 Noon
Nov. 17	Junior Coordinating Committee C. Edward Dahlin, Chairman	Swedish Club 12:00 Noon
Nov. 28	Dinner honoring Herbert Hoover and General Robert E. Wood; sponsored by the Chicago Boy's Club, Chicago Association of Commerce and Industry and Mayor Richard J. Daley	Grand Ballroom, Conrad Hilton 7:00 p.m.
Nov. 29	Chicago Chapter, Robert Morris Associates Speaker: Thomas H. Coulter	Midday Club 1st Nat'l Bk. Bldg. 6:15 p.m.
Dec. 2	4-H Club Luncheon Illinois Committee & Agricultural Council	Union Stock Yards
Dec. 2	Board of Directors Meeting	Conference Room 12:00 Noon
Dec. 2	Research Clearing House Committee Dr. Harold M. Mayer, Chairman	Traffic Club 12:15 p.m.
Dec. 15	Illinois Committee Christmas Party	Swedish Club
Dec. 16	Committee on Education John W. Taylor, Chairman	Conference Room 12:00 Noon
Feb. 8	Chicago Association of Commerce and Industry 57th Annual Meeting	Palmer House, Grand Ballroom 12:00 Noon



The Spanish Stock Exchange and Industrial Financing Study Team listen to remarks of Thomas H. Coulter, Association Chief Executive Officer, concerning the Association's program of promoting Chicago's port district and the methods used in financing the project.

## Commercial Construction Booming in 1960

Commercial construction in Metropolitan Chicago for the first nine months of 1960 amounted to \$347,271,000, it has been announced by Fred Kramer, Association Commercial Development Division Vice President and President of Draper and Kramer, Inc.

The nine-month total is greater than the total figure recorded for last year (\$311,506,000) and more than \$100 million more than the first nine months of 1959 (\$238,441,000). Total investments for the month of September, 1960, were \$24,372,000.



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## Up in Hyde Park

(Continued from page 36)

tion 220 provisions applying to urban renewal areas, which allow financing up to 90 per cent of the completed building's value for up to 30 years. In this instance, the first use of Section 220 for apartment rehabilitation in the nation, FHA approved a commitment for \$58,000, and Dovenmuehle, Inc., negotiated a 30-year mortgage with the First National Bank of Chicago.

Apartment interiors were extensively remodeled, notably the kitchens, baths and closets, and a recreation room installed in the basement. The units are being sold on a co-operative basis, at \$13,000 to \$13,500 for one-bedroom apartments, \$18,000 to \$18,500 for those with three bedrooms.

"Rosie, the Rehab House" is setting the example for smaller structures of what can be done to revitalize the neighborhoods' many owner-occupied homes. "Rosie" is the special project of the Hyde Park-Kenwood Community Conference, the 11-year-old community organization that first launched the area's efforts at improvement. Baird and Warner, Inc., purchased the house, a two-story and basement frame structure about 70 years old, and turned the lease over to the Conference for 18 months for the rehabilitation.

### Materials Donated

All materials and labor are being donated, and the house, at 1215 East 54th Street, remains open to the public throughout the face-lifting treatment. An accounting of all goods and services is maintained as a guide to other owners, and a weekly column in the neighborhood newspaper follows the progress of the work. Any profit from "Rosie's" ultimate sale will be contributed to the Conference.

In the southwest corner of the urban renewal area a Neighborhood Redevelopment Corporation has won approval of a plan for construction of married student housing by the University of Chicago. Four blocks out of some 14.5 acres in the Corporation area would be largely cleared (three structures would remain), to be rebuilt with 200-300 apartments, recreation and parking

areas. No government funds are involved in this program, which the corporation estimates will cost some \$2.5 million for acquisition and clearance, and approximately \$1.8 million for rebuilding.

The University's newest proposal for extension of its South Campus was submitted to the Chicago Land Clearance Commission this July. Clearance of 26.5 acres of non-University property between 60th and 61st Streets, S. Cottage Grove and Stony Island Aves., was proposed under a new formula added to the National Housing Act last year. The formula gives a city credit, as part of its share of renewal costs, for funds expended by a college or university (located in or adjacent to a renewal project) for its own acquisition, demolition or building. Depending on how the formula is applied, Chicago could receive from \$10 - 21 million in federal urban renewal credits, some of which could be used for other renewal projects in the city.

Will it work? As one of the most concentrated and costly treatments yet prescribed for an older area, the Hyde Park-Kenwood projects have generated unprecedented interest. Results so far are encouraging. The new town houses have been selling well, and a healthy percentage of the still-building apartments have been leased in advance. Increased tax yields, resulting from an estimated 30 per cent increase in valuations, are expected to amortize Chicago's share of the costs within 10 years after completion of the urban renewal project.

The general air of optimism is well phrased in Webb & Knapp's advertising of their "dynamic new living center — up in Hyde Park!"

## Here, There and Everywhere

(Continued from page 15)

Jane Addams will be observed at a dinner meeting on Monday, November 21st. Mayor Richard J. Daley and a citizen committee of one hundred will commemorate the Centennial by honoring Miss Addams' success in establishing the many community and social organizations



till serving the people of Chicago. author Archibald MacLeish will address the meeting to be held in the Grand Ballroom of the Conrad Hilton Hotel. Tickets are \$7.50 each.

• **More Profit Sharing** — More American enterprises instituted profit sharing plans during the first half of 1960 than in any previous six month period in history, according to the Council of Profit Sharing Industries. As a means of retirement security, deferred profit sharing continues to outdistance pensions. At the current rate of 61 per cent increase in profit sharing over the first six months of 1959, the gain for all of 1960 will double that of last year.

• **Safer Autos** — Results of the 1960 National Vehicle Safety-Check program show an all-time low percentage of vehicles in unsafe operating condition. For the first time in the 13-year history of the annual campaign, one of every six cars and trucks going through local check lanes and dealer service departments was found to need immediate service attention to at least one of the ten items affecting safe driving condition. For the last five years, one of every five vehicles had been found with at least one unsafe item. A new record high total of more than 3.2 million vehicles were safety-checked during the 1960 campaign.

• **Dramatic South Side Growth**—Growth of suburban communities south of Chicago is highlighted in the South Suburban Street Address Directory published this month by the Reuben H. Donnelley Corporation. The new volume covers 51 principal communities in Cook County and contains more than 116,000 listings of families and businesses in the order of street address. Communities with the sharpest rate of increase in listing over the five year period are Chicago Ridge, including Hickory Hills and Palos Hills, up 111 per cent; Markham, including Oak Forest, 108 per cent, and south Holland, including Thornton, and Dolton, both up 64 per cent.

## READER'S VIEWPOINT

(Continued from page 3)

had been used here, perhaps our friend who wrote the S.E.P. article would have thought twice before he

stuck his neck out. My only reason for bringing my friend to Chicago was to have the people of Scotland get an honest view of our city.

GEORGE C. BUIK,

ROSCOE OVERALL SERVICE, INC.

To the Editor:

The article "Profile of the 1960 Executive" in your September issue was, I thought, a very interesting and informative article in that it presented some specific comparative measuring sticks.

It was also very helpful to me to point up to my high school age youngsters that someone else says they are going to have to hustle to earn their place in an increasingly competitive business world.

I would like to see more of this kind of article.

Cordially,

DON HEATON

DON HEATON ASSOCIATES

PUBLIC RELATIONS

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT 208)

OF COMMERCE Magazine, published monthly at Barrington, Illinois, for October 1, 1960.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Chicago Association of Commerce and Industry, 30 W. Monroe St., Chicago, Illinois; Editor, Alan Sturdy, 30 W. Monroe St., Chicago, Illinois.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member, must be given.) The Owner: The Chicago Association of Commerce and Industry, 30 W. Monroe Street, Chicago, Ill.; President, Paul Goodrich, 30 W. Monroe Street, Chicago, Ill.; Executive Officer, Thomas Coulter, 30 W. Monroe St., Chicago, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 10,657.

(Signed) ALAN STURDY,  
Editor.

Sworn to and subscribed before me this 21st day of September, 1960.

(Seal) (Signed) WILLIAM E. CAVELL  
(My commission expires October 6, 1962.)

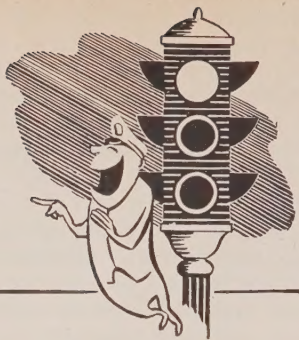
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# Stop me...If...



Grandma was giving the recent bride a heart-to-heart talk. "Child, I hope your lot's going to be easier than mine," she said. "All my wedded days I've been carrying two burdens—Pa and the fire. Every time I've turned to look at one, the other has gone out."

"Mother," said the teen-aged daughter, "What's the name of the boy I met on holiday?"

"Which one, dear?" Mother asked.  
"You know, the one I couldn't live without."

The lady lion tamer had the big cats under perfect control. At her summons, the fiercest lion came meekly to her and took a lump of sugar from her mouth. At this, the circus crowd went wild with delight; they applauded, they whistled, they stamped their feet—all except one man.

"Anybody could do that," he shouted from the audience.  
"Would you dare to do it?" challenged the ringmaster scornfully.  
"Certainly," replied the heckler. "I can do it about as well as any lion can."

The small boy was quizzing his father. He asked, "Is it true that the stork brings babies?"  
"Yes, sonny."  
"And Christmas presents come from Santa Claus?"  
"Yes, sonny."  
"And the Lord gives us our daily bread?"  
"Yes, sonny."  
"Then, daddy, why do we need you?"

Down South for a visit, the young Yankee made a date with a local lovely. When he called for her at her home, she was clad in a low-cut, tight-fitting gown. He remarked, "That's a beautiful dress."  
"Sho 'nough?" she drawled.  
"It sure does."

The six-year-old had just received a detailed lecture from his father on the facts of life, the birds and bees, and simple biology. Papa leaned back at the end of the recital and said: "Now if there's anything else you want to know, don't hesitate to ask me, son."

The boy pondered a minute, then gravely asked his father: "How come they put out the Saturday Evening Post on Tuesday?"

Warden: "Is there anything in particular you'd like included in your last meal?"  
Condemned prisoner: "Yes—mushrooms. I've always been afraid to try them."

"What does your husband do?" one wife asked another.  
"He's an expediter."  
"What's that?"  
"Well, it's hard to explain but if we women did what he does, they'd call it nagging."

"Senator, you promised me a job."  
"But there are no jobs open."  
"But you said you'd give me one."  
"Tell you what I'll do: I'll have a committee authorized to investigate why there are no jobs, and you can work for it."

Mouse: "I don't know how we ever got roped into this space project. Just think—we'll be strapped into a nose cone, shot 5,000 miles into the air, then be parachuted out without the least idea of where we may land, and may even end up swimming in the middle of the ocean with nobody knowing where to look for us."  
Second Mouse: "Well, it beats cats."

Doctor: "You have hydropsy—too much water in the body."  
Retired colonel: "Why, I've never had a glass of water in my life. Must be that blasted ice."

A blazing gun battle had broken up the political meeting in a mountain community notorious for feudin' and fightin'.  
Visitor: "What started the shooting?"  
Old Fellow: "Feller made a motion that was out of order."  
Visitor: "Well, it's outrageous and undemocratic to start trouble over that. What was the motion?"  
Old Fellow: "Toward his hip pocket."

Honeymoon: That period between "I do" and "you'd better."

Father: "Now, son, aren't you glad you prayed for a baby sister?"  
Young son, looking at twin girls: "Yes. And aren't you glad I quit praying when I did?"

Psychology Lecturer: "Any man who is a good poker player would make a good business executive."  
Member of the Audience: "Why would a man who is a good poker player want to be a business executive?"

A minister, returning from an early-morning sick call, noticed a parishioner staggering home from the local pub.  
"Let me help you to the door," he told the man.  
At the door, the tipsy man urged the reverend to come in, but the cleric begged off because of the late hour.  
"Pleash, revren, jusht for a minute," he asked. "I want my wife to see who I been out with tonight."

Delighted at the gift she had received, Mrs. Jones spoke warmly to the boy: "At church tomorrow I'll thank your mother for this lovely pie."  
"If you don't mind, ma'am," the boy suggested nervously, "would you thank her for two pies?"



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# Media's Law:

To a seller of helicopters, the pulling power of an advertising medium is equal to the number of helicopters sold.

To media men, pulling power is influenced by several interrelated factors. The law or formula looks like this:

$$\begin{array}{c}
 \text{Pulling Power} \\
 = \\
 \text{Circulation Volume} \\
 \times \\
 \text{Editorial Vitality} \\
 \times \\
 \text{Reader Confidence}
 \end{array}$$

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

Chicago Tribune